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## ABSTRACT

The resource guide of instructional materials is one of two guides developed by 84 occupational education teachers in the State of New York, each experienced with the designated high school population. The assessment instrument developed to evaluate the occupational education materials is included. The occupational education materials are grouped into sections by subject matter: automobile mechanics, building trades, business and office education, child care education, cosmetology, distributive education, and practical nursing. Types of materials reviewed include: textbooks, simulation sets, workbooks, laboratory kits, pamphlets, filmstrips, cassette tapes, teachers' manuals, counselor handbooks, slides, transparencies, reference books, and multimedia programs. Each item is evaluated in an abstract format and contains: bibliographic data (subject matter area, title, publisher, year of publication, and cost); type of material (listing of number and types of items included under title); brief descriptions of material; readability level (one of three readability formulas was used with all printed materials, Dale-Chall, Frye, or Spache); overall rating (expressed as a ratio of total points); summary of ratings (bias, accuracy, appropriateness, verbal and visual fluency, usefulness and versatility); and additional comments. (MF)

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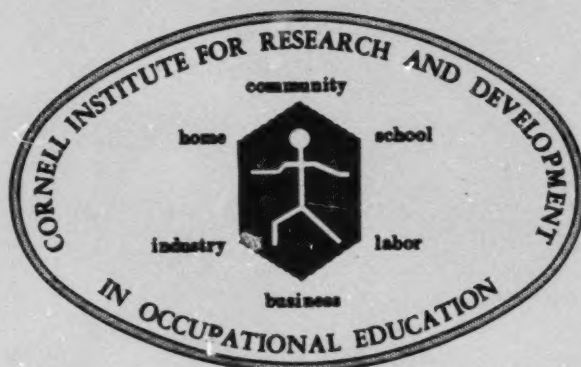
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INSTRUCTIONAL MATERIALS  
FOR  
OCCUPATIONAL EDUCATION

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PEIDE, Joseph  
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Utica, N. Y. 13501

ROMEO, Thomas  
Saranac High School  
Saranac, N. Y. 12983

ROURKE, Eileen  
Troy High School  
Troy, N. Y. 12181

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### THE ASSESSMENT PROCESS

In recent years, the amount of instructional material available for classroom use has increased dramatically. The teacher today is faced with the dilemma of selecting from materials with varying prices from dozens of publishers. . . . and often without the option of viewing the material before purchase.

The Instructional Materials Project was designed to address this problem. It is a system approach for identifying and evaluating instructional materials in career and occupational education. Task forces of classroom teachers were selected, trained in the assessment process, and then asked to evaluate instructional materials. This two-volume publication of evaluations is the result of their efforts.

The first phase of the project involved the development of an assessment instrument. Existing research in learning theory, curriculum evaluation, and media impact was reviewed. Approximately 20 assessment instruments from various sources were examined. Our assessment instrument draws on these sources in order to establish guidelines in the evaluation process.

Our project staff was supported by the Advisory Council in the decision to have all evaluation done by classroom teachers. Names of outstanding career education teachers were secured from directors of state-supported projects and workshops.

Names of outstanding occupational education teachers were obtained from staff in the New York State Education Department. Teachers were selected from these lists to ensure wide geographical representation. They were then invited to attend workshops in the evaluation of instructional materials.

Each workshop began with a training session in the use of the assessment document. Teachers were then grouped by subject matter area and/or grade level. The first section of the instrument (pages 11-14) was used individually by a teacher in examining a piece of material. A task force of three to five teachers then worked together to complete the evaluation (pages 15 and 16). Every member of the task force was an experienced classroom teacher with the designated target population.

This is one of two publications containing the evaluations of materials as completed by the task forces. Editing has been held to a minimum in an attempt to retain the original language of teachers at work in the evaluation process.

We hope that teachers will continue to add evaluations to this notebook. This same assessment instrument can be used or modified to suit your needs. The important thing is to continue examining educational materials critically and to continue sharing these findings with other teachers.

TITLE \_\_\_\_\_

/ TASK 1.0 BIAS /

Materials which stereotype sex roles, show bias toward age, racial, ethnic, or religious groups, and/or impose artificial hierarchies of social values on occupational categories (job denigration) should be avoided. Bias may also be evident in advertising which detracts from the educational value of the material.

1.1 Is bias present in the material? (check all appropriate items)

- |                                                |                                                    |
|------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> job denigration       | <input type="checkbox"/> ethnic bias               |
| <input type="checkbox"/> sex-role stereotyping | <input type="checkbox"/> religious bias            |
| <input type="checkbox"/> age discrimination    | <input type="checkbox"/> objectionable advertising |
| <input type="checkbox"/> racial bias           | <input type="checkbox"/> other (explain)           |

1.2 Is the material sufficiently free of bias to justify its use in the classroom? (check one)

- ☐ Yes                      ☐ No

COMMENTS \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

/ TASK 2.0 ACCURACY /

Materials which provide inaccurate or misleading information have little utility in the total teaching-learning process.

2.1 To what extent is the content objective and accurate?

- ☐ 1              ☐ 2              ☐ 3              ☐ 4              ☐ 5

Distorted or incorrect

Realistic, impartial and correct

2.2 To what extent is the content timely and up-to-date?

- ☐ 1              ☐ 2              ☐ 3              ☐ 4              ☐ 5

Outdated in information, ideas and illustrations

Current in information, ideas and illustrations

2.3 To what extent is the content clear and complete?

- ☐ 1              ☐ 2              ☐ 3              ☐ 4              ☐ 5

Vague and inconclusive

Sufficiently detailed to prevent misinterpretation

TOTAL SCORE FOR TASK 2

COMMENTS \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## / TASK 3.0 APPROPRIATENESS /

Appropriateness of materials should be judged in relation to the target population and the total subject matter area.

3.1 To what extent are the language and/or visuals appropriate to the target population?

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

Stilted; antiquated language used;  
trite or too complex

Fluent and easy to understand; appropriate to maturity level of learner

3.2 To what extent is the content appropriate to the target population?

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

Lacking in challenge or too difficult to comprehend

Challenging but not beyond the ability of the learner

3.3 To what extent is the content relevant to the total subject matter area?

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

Unnecessary; emphasizes an unimportant aspect of the subject

Important and necessary to the subject matter area

TOTAL SCORE FOR TASK 3

COMMENTS

## / TASK 4.0 VERBAL AND VISUAL FLUENCY /

Instructional materials should make learning easier by presenting the subject matter in a simple and attractive way.

4.1 To what extent is the material appealing to the learner?

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

Unattractive; cluttered; poor in design

Attractive; simple; effective in design

4.2 To what extent is the organization of the material easy to follow?

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

Too many ideas treated inadequately; distracting or extraneous parts

Ideas developed adequately in a logical manner; clear general theme

4.3 To what extent is the material interesting and stimulating?

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

Treats too few ideas in a redundant manner; dull and boring

Contributes to the development of critical thought and creativity

SCORE FOR TASK 4

COMMENTS

## / TASK 5.0 USEFULNESS AND VERSATILITY /

Instructional materials should be useful in a variety of situations and adaptable to varied needs of student.

5.1 To what extent can the material be used with learners having varying needs?

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

Suitable for a limited group of learners

Appropriate to target group with varying level of maturity, economic backgrounds and learning styles

5.2 To what extent can the material be used in a variety of classroom organizational patterns?

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

No provisions for adaptability; useful in only one type of situation

High level of adaptability; suitable for varying classroom formats

5.3 To what extent is cost and packaging of the material consistent with the degree of usability?

☐ 1      ☐ 2      ☐ 3      ☐ 4      ☐ 5

Poorly constructed or packaged; more costly than is justified by probable use

Durably packaged; easy to handle and store; available at a cost commensurate with value

TOTAL SCORE FOR TASK 5

COMMENTS \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## / TASK 6.0 SUMMARY PROFILE /

| TASK POINTS | MAXIMUM POINTS POSSIBLE | SCORE OF TASK |
|-------------|-------------------------|---------------|
| 2.0         | 15                      |               |
| 3.0         | 15                      |               |
| 4.0         | 15                      |               |
| 5.0         | 15                      |               |
| TOTAL       | 60                      |               |

6.1 Overall assessment of material (check one)

- ☐ Unacceptable; below 35 points
- ☐ Useful; 36 to 48 points
- ☐ Excellent; 49 to 60 points

6.2 Does the rating above accurately reflect your general assessment of the material?

- ☐ Yes      ☐ No (explain)

COMMENTS \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## / TASK 7.0 CLASSROOM USE /

7.1 Have you used this material in your classroom?

☐ Yes ☐ No

7.2 Does this material require training for effective use?

☐ Yes ☐ No

7.3 Are consultant services available to provide training for use?

☐ Yes (explain) ☐ No

Where? \_\_\_\_\_

7.4 Do you know of any type of validation which has been done on this material, i.e. learner verification, pre-post tests, ratings, etc.?

☐ Yes (explain) ☐ No

7.5 Are there other discipline areas or target populations for whom this material might be appropriate? (list)

\_\_\_\_\_  
Sign-off By Assessor

Name \_\_\_\_\_

Date \_\_\_\_\_

This research instrument was developed with EPDA funds, Section 554, under a contract with the Bureau of Inservice Education, New York State Education Department.  
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Reactions and questions may be directed to:

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## INSTRUCTIONAL MATERIALS ASSESSMENT

TITLE \_\_\_\_\_

AUTHOR \_\_\_\_\_

PUBLISHER/SUPPLIER \_\_\_\_\_

YEAR PUBLISHED \_\_\_\_\_ PLACE \_\_\_\_\_ COST \_\_\_\_\_

PACKAGING (check one)

- ☐ 1. Single Piece (item) ☐ 3. Set of \_\_\_\_\_ items, available separately
- ☐ 2. Set of \_\_\_\_\_ items, packaged together

TYPE OF MATERIAL (check all appropriate items)

## 1. Printed (pages \_\_\_\_\_)

- ☐ A. Student Manuals
- ☐ B. Workbooks
- ☐ C. Pamphlets
- ☐ D. Reference Books
- ☐ E. Textbooks
- ☐ F. Magazines/Periodicals
- ☐ G. Other \_\_\_\_\_

## 2. Audiovisual

- ☐ A. Graphics/Pictures/Posters
- ☐ B. Audio Tapes
- ☐ C. Transparencies
- ☐ D. Filmstrips
- ☐ E. Slide Series
- ☐ F. Records
- ☐ G. Other \_\_\_\_\_

## 3. Manipulative

- ☐ A. Puzzles
- ☐ B. Games
- ☐ C. Models/Mock Ups
- ☐ D. Puppets/Figures
- ☐ E. Laboratory Kits
- ☐ F. Other \_\_\_\_\_

BRIEF DESCRIPTION OF MATERIAL \_\_\_\_\_

OCCUPATIONAL/DISCIPLINE AREA (check one)

- ☐ 1. Agriculture \_\_\_\_\_ ☐ 5. Health \_\_\_\_\_
- ☐ 2. Business Education \_\_\_\_\_ ☐ 6. Home Economics \_\_\_\_\_
- ☐ 3. Career Education \_\_\_\_\_ ☐ 7. Trade & Industrial \_\_\_\_\_
- ☐ 4. Distributive Education \_\_\_\_\_ ☐ 8. Other \_\_\_\_\_

TARGET POPULATION (check one)

- ☐ 1. Grades K-1 ☐ 4. Grades 7-8 ☐ 7. Special Needs \_\_\_\_\_
- ☐ 2. Grades 2-3 ☐ 5. Grades 9-12 \_\_\_\_\_
- ☐ 3. Grades 4-6 ☐ 6. Post Secondary/Adult \_\_\_\_\_

READABILITY GRADE LEVEL

- ☐ 1. Not Applicable ☐ 2. Readability Check Performed \_\_\_\_\_ → Grade Level Is

Readability Formula Used \_\_\_\_\_

COMMENTS \_\_\_\_\_

## TASK FORCE SUMMARY OF RATINGS

TASK 1.0 BIAS

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TASK 2.0 ACCURACY (score of \_\_\_\_\_ )

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TASK 3.0 APPROPRIATENESS (score of \_\_\_\_\_ )

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TASK 4.0 VERBAL AND VISUAL FLUENCY (score of \_\_\_\_\_ )

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TASK 5.0 USEFULNESS AND VERSATILITY (score of \_\_\_\_\_ )

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OVERALL RATING (score of \_\_\_\_\_ )

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NAME OF TASK FORCE  
CHAIRMAN \_\_\_\_\_

DATE \_\_\_\_\_

### USING THIS PUBLICATION

Every effort was made to provide accurate information about each item of material reviewed. Inconsistencies are inevitable, however, when a large number of people are involved as authors. Information on price should be used only as a general guide.

Evaluations of materials have been grouped into sections by subject matter area. The target population is the high school student. Pages are unnumbered in order to allow flexibility of use.

The following information is provided for each piece of material:

#### BIBLIOGRAPHICAL DATA

Subject matter area (top right corner)

Title (and Author, where known)

Publisher

Year Published

Cost

#### TYPE OF MATERIAL

Listing of number and types of items included under title.

#### BRIEF DESCRIPTION OF MATERIAL

Content of material.

### READABILITY GRADE LEVEL

One of three readability formulas was used with all printed materials: Dale-Chall, Frye, Spache.

Grade level and formula used are listed.

### OVERALL RATING

All material was classified into one of three categories:

|              |              |
|--------------|--------------|
| Excellent    | 49-60 points |
| Useful       | 36-48 points |
| Unacceptable | 35 and below |

Overall rating is expressed as a ratio of the total points, for example, 45/60.

### SUMMARY OF RATINGS

BIAS: Classified as "Acceptable" or "Unacceptable"

ACCURACY: Expressed as a

APPROPRIATENESS: ratio of the total

VERBAL AND VISUAL FLUENCY: points for each item,

USEFULNESS AND VERSATILITY: for example, 13/15.

### ADDITIONAL COMMENTS

May include additional information about use in the classroom, learner verification, similar material available, etc.



TITLE

AUTOMOTIVE SERVICE AND REPAIR TOOLS

Harry G. Hill

TI

PUBLISHER

Delmar Publishers  
Box 5087  
Albany, New York  
12205

AUTO MECHANICS

YEAR PUBLISHED 1975

COST \$ 3.65

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TYPE OF MATERIAL:

A soft cover text/workbook.

BRIEF DESCRIPTION OF MATERIAL:

A comprehensive manual on tools used in automotive service and repair.

READABILITY GRADE LEVEL:

Fry. Tenth.

OVERALL RATING:

QUESTIONABLE 38/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Free of bias.

ACCURACY: 13/15

Some of the language is unnecessarily wordy, resulting in confusion rather than clarification. Does not cover 10mm plugs or tools for testing latest pollution equipment.

APPROPRIATENESS: 8/15

Overly complex. Deals only with small segment of total auto mechanics program, as it treats tools only.

VERBAL AND VISUAL FLUENCY: 11/15

The illustrations are very good, but the text is boring and difficult to comprehend.

USEFULNESS AND VERSATILITY: 6/15

Very limited use. Other books cover this area in better proportion to total program.

ADDITIONAL COMMENTS:

This material appears to be of very limited use. Two of the four raters specifically stated they were not interested in using it and the other two were not at all enthusiastic about using it.

TITLE

THE ROTARY ENGINE

TI

PUBLISHER

Cardinal Associates, Inc.  
427 East Morehead Street  
Charlotte, North Carolina

AUTO MECHANICS

YEAR PUBLISHED 1974

COST \$ 35.00

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TYPE OF MATERIAL:

A set consisting of filmstrip, cassette and booklet.

BRIEF DESCRIPTION OF MATERIAL:

The set of materials cover assembly and disassembly of the rotary engine.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 43/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Free of bias.

ACCURACY: 13/15

The material is generally quite up-to-date and accurate, but it is occasionally not clear on some of the operation sheets.

APPROPRIATENESS: 10/15

The material is quite complex and represents a small part of the total auto mechanics program. Very technical, and would be quite difficult for beginning students. However, it covers a new type of engine which probably should be covered somewhere in the curriculum.

VERBAL AND VISUAL FLUENCY: 10/15

Very detailed and hard to follow at times. Somewhat vague and boring presentations.

USEFULNESS AND VERSATILITY: 10/15

Cost is reasonable, but use is very limited for the general target group of eleventh and twelfth grade students in an auto mechanics course. However, would be good for use with advanced students and for individualized instruction. Good in the areas of theory and small engines.



**TITLE**

THE PROBLEMS OF THE FUEL SYSTEM EXPLAINED  
#408

Peter Novellino

TI

AUTO MECHANICS

**PUBLISHER**

Bergwall Productions, Inc.  
839 Stewart Avenue  
Garden City, New York  
11530

YEAR PUBLISHED 1974

\$ 20.00 for Single Filmstrip  
COST \$ 120.00 with Cassettes;  
\$ 108.00 with Records

**TYPE OF MATERIAL:**

A set of six color filmstrips and cassettes or records, plus a teacher's guide, packaged as a unit.

**BRIEF DESCRIPTION OF MATERIAL:**

The filmstrips and cassette program cover both theory and hands-on demonstration. The individual titles are: Fuel Tank, Lines and Gauge, Fuel Pump, Filter and Vapor Lock; Carburetor Assembly - Part I; Carburetor Assembly - Part II; Carburetor Assembly and Air Cleaner; Manifolds and Combustion problems.

**READABILITY GRADE LEVEL:**

Not Applicable

**OVERALL RATING:**

USEFUL 45/60 (Note: Although rated useful, the teachers seemed to feel it is of very little value).

**SUMMARY OF RATINGS:**

BIAS: Acceptable  
No bias in the material.

ACCURACY: 9/15

There are inaccuracies in terminology.  
Misleading practices and poor safety procedures are depicted.

APPROPRIATENESS: 12/15

Poor detailing. Some emphasis of unimportant aspects.

VERBAL AND VISUAL FLUENCY: 12/15

Poor continuity in the filmstrips.  
Does not follow a logical sequence.

USEFULNESS AND VERSATILITY: 12/15

Seems quite expensive for the material it covers. Although the set could be of some use, it is considered of limited value due to the cost, and the errors it contains.

TITLE

AUTOMOTIVE MAINTENANCE AND TROUBLE  
SHOOTING - 4th EDITION

Leslie F. Goings, Edward D. Spicer

TI

PUBLISHER

American Technical Society  
848 East 58th Street  
Chicago, Illinois  
60637

AUTO MECHANICS

YEAR PUBLISHED 1972

COST \$ 6.99

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TYPE OF MATERIAL:

A textbook, 318 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

Hardbound textbook on maintenance and trouble shooting.

READABILITY GRADE LEVEL:

Fry. College. (Moderate sentence length, heavy use of technical terms which are repeated frequently).

OVERALL RATING:

QUESTIONABLE 37/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although generally acceptable, it was noted that the illustrations portray only males.

ACCURACY: 7/15

Much of the material is obsolete. There are many omissions and incomplete statements.

APPROPRIATENESS: 9/15

Antiquated language and illustrations reduce the appropriateness of the text for the target group. Overly technical for vocational education students.

VERBAL AND VISUAL FLUENCY: 10/15

The wording is too technical and the material is poorly illustrated, although color is used throughout.

USEFULNESS AND VERSATILITY: 11/15

Of very limited usefulness due to obsolescence of the material and omission of later developments. Lacking in sufficient examples of pragmatic application of theory and not easily adaptable for direct application of information to real problems.



TITLE

AIR CONDITIONING TRAINING PROGRAM

TI

PUBLISHER

Mitchell Manuals  
P. O. Box 80427  
San Diego, California  
92138

AUTO MECHANICS

YEAR PUBLISHED 1974

COST \$ 265.00

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TYPE OF MATERIAL:

A set consisting of an audio-tape, slides,  
instructor manual and student manual.

BRIEF DESCRIPTION OF MATERIAL:

A series of many slides accompanied by a timed tape  
and instructor's manual. Student manuals are also available and  
may be purchased separately.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 58/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
No bias.

ACCURACY: 15/15

The material is accurate and current.

APPROPRIATENESS: 15/15

Appropriate for the 11th and 12th grade  
target group, but some complex concepts will need  
to be explained by the instructor.

VERBAL AND VISUAL FLUENCY: 15/15

Excellent use of color to designate auto parts and components. Explanation of auto parts could be reinforced by labeling them. Very good, clear slides, well colored and well marked. The most important points are made both on the tape and in print.

USEFULNESS AND VERSATILITY: 13/15

Although appropriate for the target group, in general, the material is too technical for slow students.

ADDITIONAL COMMENTS:

These materials could also be used for an adult education course, apprentice training or in-service training.

TITLE

PRINCIPLES OF WHEEL ALIGNMENT SERVICE

E. Miles Bacon

TI

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

AUTO MECHANICS

YEAR PUBLISHED 1971

COST \$ 2.40 Text; \$1.95 Student

Notebook

TYPE OF MATERIAL:

A multi media program containing a text-manual, instructor's guide, student notebook, and color slides. The text/manual was evaluated in depth.

BRIEF DESCRIPTION OF MATERIAL:

The manual, accompanied by an instructor's guide and supplement, provides complete coverage in the area of front ends and suspension systems.

READABILITY GRADE LEVEL:

Fry. College. (Sentences too long and great variability in the material).

OVERALL RATING:

EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable

No evidence of intentional bias, but only white, male mechanics are shown.

ACCURACY: 13/15

Up-to-date by today's standards. Well detailed, coverage complete. Realistic application of content.

APPROPRIATENESS: 13/15

This area is very technical, and the language used might be a problem to slower students. Comprehension might be improved by larger illustrations and use of color.

VERBAL AND VISUAL FLUENCY: 12/15

Lacks color illustrations, but the printed format is outstanding, with important words or phrases printed in a different style of type. Test questions follow each unit. Well organized, simple form and logical sequence.

USEFULNESS AND VERSATILITY: 12/15

Too technical for some students. Would require visual aids for large group instruction. The cost is reasonable for this type of publication. Excellent for a complete front end course, or for use on an individual basis or in a small class situation.



TITLE

CLEVITE - MECHANICS ENGINE BEARING  
REFERENCE MANUAL - 1st EDITION

TI

PUBLISHER

Clevite Service  
17000 St. Clair Avenue  
Cleveland, 10, Ohio

AUTO MECHANICS

YEAR PUBLISHED 1954

COST \$ 1.00

TYPE OF MATERIAL:

A reference book of 100 pages.

BRIEF DESCRIPTION OF MATERIAL:

This book is concerned entirely with engine bearings and their measurement. Also included is other information on bearings, such as material regarding their construction.

READABILITY GRADE LEVEL:

Fry. College. (Sentences too long).

OVERALL RATING:

EXCELLENT 58/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Free of bias.

ACCURACY: 14/15

Although the illustrations appear dated, the information is still current and very clearly presented.

APPROPRIATENESS: 14/15

Necessary material for any person involved in engine work.

VERBAL AND VISUAL FLUENCY: 15/15

Easily read and well illustrated. The illustrations are outdated in some respects, but they are large and multi-colored.

USEFULNESS AND VERSATILITY: 15/15

Generally easy to understand, although there are some technical areas. Useful as reference material. Can be used for self-teaching on an individual basis. Does a good job in the area it covers - i.e., presenting material on engine bearings.

TITLE

DISC BRAKE SERVICE MANUAL

United - N.A.P.A.

TI

PUBLISHER

United Parts Division  
McHenry,  
Illinois

AUTO MECHANICS

YEAR PUBLISHED 1970

COST \$ 2.00

TYPE OF MATERIAL:

A 96 page student manual.

BRIEF DESCRIPTION OF MATERIAL:

A well-illustrated service manual containing step-by-step procedures. The pages are punched for three ring binders.

READABILITY GRADE LEVEL:

Not Applicable. Very limited narrative - primarily pictures with step-by-step directions.

OVERALL RATING:

EXCELLENT 58/60

SUMMARY OF RATINGS:

BIAS: Acceptable

No evidence of any bias.

ACCURACY: 14/15

Very accurate, taken from factory manuals. Some newer items are missing. A later edition may be available.

APPROPRIATENESS: 15/15

Due to the many illustrations and exposed views of various parts, the content is easy to understand. Very necessary to subject area, and fitting for target group.

VERBAL AND VISUAL FLUENCY: 14/15

The material is logically presented and attractively designed. Very simple and effective layout. Well-illustrated, but use of color would improve the diagrams.

USEFULNESS AND VERSATILITY: 15/15

Very useful, and can be used for group or individual instruction. Very helpful illustrations. A good value at the price.



TITLE

HOLLEY CARBURETORS

Mike Urich and Bill Fisher

TI

PUBLISHER

H. P. Books  
P.O. Drawer 50640  
Tucson, Arizona  
85703

AUTO MECHANICS

YEAR PUBLISHED 1972

COST \$ 5.00

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TYPE OF MATERIAL:

A reference book of 160 pages.

BRIEF DESCRIPTION OF MATERIAL:

A reference manual on Holley carburetors, which supplies extensive technical information.

READABILITY GRADE LEVEL:

Fry. College. (Off the scale due to multi-syllabic technical vocabulary).

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Free of bias.

ACCURACY: 14/15

Complicated in technology, but very complete and accurate coverage of the information.

APPROPRIATENESS: 12/15

Only a very narrow area is covered, but it is well done.

VERBAL AND VISUAL FLUENCY: 14/15

Very well done, but only interesting as a reference for a specific purpose. Very complicated material.

USEFULNESS AND VERSATILITY: 12/15

Of limited use for students, but useful for reference purposes when working on Holley carburetors.

ADDITIONAL COMMENTS:

The material may be used for in-service training for mechanics.

TITLE

AUTO RADIATOR REPAIR AND THE COOLING  
SYSTEM

Harry Horowitz

TI

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

AUTO MECHANICS

YEAR PUBLISHED 1972

COST \$ 6.00

TYPE OF MATERIAL:

A student text/workbook of 256 pages.

BRIEF DESCRIPTION OF MATERIAL:

Manual for use in radiator repair. The automotive cooling system is explained. The relationship between the radiator and the entire cooling system is brought out. Includes a chart of malfunctions and remedies.

READABILITY GRADE LEVEL:

Not Applicable. (Workbook type format).

OVERALL RATING:

USEFUL 45/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Entirely free of bias.

ACCURACY: 15/15

High degree of accuracy.

APPROPRIATENESS: 9/15

This is a specialty area, not usually taught in such great detail to this target group. Overly detailed for a general course. More appropriate for concentrated study in the specific area.

VERBAL AND VISUAL FLUENCY: 11/15

Although well laid out and illustrated, the content would probably be boring to the target population. Attractive book, and well designed format, but overly detailed for most students in general automotive programs.

USEFULNESS AND VERSATILITY: 10/15

This book is considered most useful for post secondary and specialty education areas. This course is not usually taught in such great detail in the average automotive vocational education program.



TITLE

AUTOMOTIVE DIAGNOSIS AND TUNEUP

James A. Johnson

TI

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

AUTO MECHANICS

YEAR PUBLISHED 1972

COST \$ 10.50

TYPE OF MATERIAL:

A workbook, 468 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

A text/workbook with removable pages, in which students can follow the steps in diagnosis procedures and tune up.

READABILITY GRADE LEVEL:

Fry. College. (The material contains long, difficult passages).

OVERALL RATING:

EXCELLENT 51/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Free of bias.

ACCURACY: 14/15

The introduction and review of principles is vague, but the remainder of the material seems to be accurate.

APPROPRIATENESS: 13/15

For higher level students. Assumes prior knowledge and skills on the part of the reader. Better suited to a special course or post secondary work.

VERBAL AND VISUAL FLUENCY: 13/15

Presents too much material at one time. Use of color in the illustrations would improve the attractiveness of the material.

USEFULNESS AND VERSATILITY: 11/15

Of limited use with target population, since most of the target group would need to have the instructor work very closely with them to use this workbook. Most useful for upper level students.

ADDITIONAL COMMENTS:

The book is well thought out and has an excellent format, but is not well suited for use with 11th and 12th grade students.

TITLE

MOTOR'S AUTOMOBILE TROUBLE SHOOTER - 9th  
EDITION

TI

PUBLISHER

Motor Book Department  
250 West 55th Street  
New York, New York  
10019

AUTO MECHANICS

YEAR PUBLISHED 1970

COST \$ 3.00

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TYPE OF MATERIAL:

A reference book of 266 pages.

BRIEF DESCRIPTION OF MATERIAL:

This book is designed to be used in solving problems and gives logical steps to follow.

READABILITY GRADE LEVEL:

Not Applicable. Very few pages have 100 running words. Written material is mostly in the form of lists, but does contain long words and very technical vocabulary.

OVERALL RATING:

EXCELLENT 56/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Free of bias.

ACCURACY: 13/15

Realistic and well detailed. The material is logically presented and follows the correct order of accepted procedures.

APPROPRIATENESS: 14/15

Very appropriate for the target population, but may prove difficult for slow learners. Effective use requires prior knowledge and skills.

VERBAL AND VISUAL FLUENCY: 15/15

The wording is clear and concise. The material is arranged in an easy-to-follow sequence. The diagrams are limited only by the size of the page. Not many illustrations.

USEFULNESS AND VERSATILITY: 14/15

Useful as a reference book, not a text. Very good due to the excellent format and sequence organization. The student can proceed at his own rate. Most useful for better students. Some students may never reach the level needed to make this book a useful tool.

ADDITIONAL COMMENTS:

This book accomplishes the objective for which it was designed. It is purely and simply a trouble shooting guide.



TITLE

RELATED SCIENCE - AUTOMOTIVE TRADES

Louis E. Jensen and William A. Brazier

TI

AUTO MECHANICS

PUBLISHER

Delmar Publishers  
Box 5087  
Albany, New York  
12205

YEAR PUBLISHED 1972

COST \$ 2.55

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TYPE OF MATERIAL:

A soft cover text of 177 pages with an instructor's guide available separately.

BRIEF DESCRIPTION OF MATERIAL:

This text provides written material, problems, and experiments on the subject of science which is necessary for competence in the automotive field.

READABILITY GRADE LEVEL:

Fry. Eleventh.

OVERALL RATING:

UNACCEPTABLE 26/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 8/15

The illustrations are antiquated and the content unrealistic and out-of-date.

APPROPRIATENESS: 6/15

The language and content are inappropriate.  
The content is irrelevant to the total subject area.

VERBAL AND VISUAL FLUENCY: 7/15

The illustrations are of very poor quality. The page format looks cluttered and unattractive. Rather than presenting a challenge, the book will undoubtedly put most people to sleep.

USEFULNESS AND VERSATILITY: 5/15

The potential usefulness of this material is very limited.

ADDITIONAL COMMENTS:

The teachers who reviewed this book were in complete agreement in their low assessment of its value.

TITLE

AUTO TUNE UP

TI

AUTO MECHANICS

PUBLISHER

Hoffman Occupational Learning Systems  
4423 Arden Drive  
El Monte, California  
91734

YEAR PUBLISHED 1973

COST \$ 43.50 each filmstrip;

\$ 55.00 each cassette

TYPE OF MATERIAL:

A set of three filmstrips with records or cassettes.

BRIEF DESCRIPTION OF MATERIAL:

The set covers the basic principle of engines, how to adjust ignition timing, and use of a distributor test machine.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

UNACCEPTABLE 34/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Free of bias.

ACCURACY: 9/15

Not always accurate, and not up-to-date in some areas. Some operations are out of sequence, others are missing or incomplete. Content not consistent with trade practices.

APPROPRIATENESS: 8/15

The material is presented at too low a level for the target group. It is lacking in challenge, and appears to stress completely mechanical, manipulative operations.

VERBAL AND VISUAL FLUENCY: 8/15

Poorly organized, and too redundant. Illustrations are well done, but are out of sequence.

USEFULNESS AND VERSATILITY: 9/15

Very well packaged, but the material is presented at a level beneath that of the target group of eleventh and twelfth grade students. It could be used for individualized instruction for slow learners.

ADDITIONAL COMMENTS:

This material may be useful for pre-secondary programs or in an exploratory course, but not in a vocational education program.



TITLE

TEST PROCEDURES FOR CHRYSLER ELECTRONIC  
IGNITION

TI

PUBLISHER

Echlin Manufacturing Company  
Echlin Road and U.S. #1  
Branford, Connecticut  
06405

AUTO MECHANICS

YEAR PUBLISHED \_\_\_\_\_

COST \$ 1.50

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TYPE OF MATERIAL:

An eight page pamphlet.

BRIEF DESCRIPTION OF MATERIAL:

The pamphlet consists of eight pages of diagrams on electronic ignition, which are suitable for transparency preparation and use.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 59/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Inconspicuous mention of Echlin does not interfere with educational value of the material.

ACCURACY: 15/15

Very clear, concise and complete. Entirely accurate for this particular item.

APPROPRIATENESS: 15/15

Extremely helpful for this comparatively new item.

VERBAL AND VISUAL FLUENCY: 15/15

Easily read due to large print and simple language. Well designed illustrations which lend themselves well to transparency use. Logical, clear and critical development of the one instructional area it covers.

USEFULNESS AND VERSATILITY: 14/15

Useful to those with previous skills and knowledge. Useful for teaching practical testing of Chrysler electronic ignition. May be used for in-service training for mechanics, or by technical schools and community colleges.

TITLE

BASIC AUTOMOTIVE SERIES

TI

PUBLISHER

Delmar Publishers  
Box 5087  
Albany, New York  
12205

AUTO MECHANICS

YEAR PUBLISHED 1970

COST \$ 9.45 Set of 9 Books; \$1.25 Each;

Answer Key - \$.25 Each

TYPE OF MATERIAL:

Set of nine workbooks, 48 pages each.

BRIEF DESCRIPTION OF MATERIAL:

A set of nine workbooks covering the following major areas: standard transmission, cranking charging system, cooling system, engine, differential, fuel system, lubrication, starting system and brake system. A simplified course of study which could also be used for independent study. Questions and answers are supplied after each section, and a test is included at the end of each booklet. Reinforcement techniques are used in each booklet.

READABILITY GRADE LEVEL:

Not enough written material to evaluate grade level.

OVERALL RATING:

USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Acceptable

No intentional bias evident, but general male orientation due to use of masculine pronoun throughout.

ACCURACY: 12/15

Up-to-date at time of publication, but lacks material on innovations since that time (e.g., disc brakes). Generally lacking in depth.

APPROPRIATENESS: 12/15

The booklets are limited in scope. Most appropriate for students starting out in the program. Not sufficiently extensive for students who have been in the program for any length of time. Could be used with all levels of students, but does not adequately cover the subject matter area.

VERBAL AND VISUAL FLUENCY: 11/15

Illustrations are not true to form, and lack depth and interest. Color not used. Dull visual presentation. Better students will probably be bored or let down by lack of depth in material and uninspired format.

USEFULNESS AND VERSATILITY: 11/15

Of limited usefulness. Could be adapted for independent study or to meet needs of slower learners. Could also be used for pretesting of more advanced students. Might also be of use for beginning or exploratory class in industrial arts.



TITLE

CAR SERVICE

TI

PUBLISHER

H. M. Gousha Publishers  
2001 The Alameda  
P.O. Box 6227  
San Jose, California 95150

AUTO MECHANICS

YEAR PUBLISHED 1973

COST \$ 6.00

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TYPE OF MATERIAL:

Student manual.

BRIEF DESCRIPTION OF MATERIAL:

A hard covered, wire bound manual, well constructed.  
This book covers many basic items in the area of auto services.

READABILITY GRADE LEVEL:

Fry. Eleventh, Twelfth. (Wide variability of sentence length).

OVERALL RATING:

EXCELLENT 59/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although generally acceptable, it is noted that the illustrations are of men only.

ACCURACY: 15/15

Appears to be compiled from the most relevant and accurate manufacturers' information.

APPROPRIATENESS: 15/15

Used by most major oil companies. Fits well in both basic and continuing auto service work.

VERBAL AND VISUAL FLUENCY: 14/15

Well detailed and well illustrated with many pictures. Reading level appropriate. Well indexed.

USEFULNESS AND VERSATILITY: 15/15

The book is well constructed and the cost is not prohibitive. It is very well suited for use with the target group. It can be used for both new and experienced people. Adaptable. Would be useful for an adult exploratory course, as well as for upgrading and refresher purposes.

TITLE

PRACTICAL PROBLEMS IN MATH SERIES - AUTO  
TECHNICIANS

Boyce H. Dwiggins

TI

AUTO MECHANICS

PUBLISHER

Delmar Publishing Company  
Box 5087  
Albany, New York  
12205

YEAR PUBLISHED 1972

COST \$ 2.22

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TYPE OF MATERIAL:

A soft cover workbook of 112 pages with an instructor's guide available separately.

BRIEF DESCRIPTION OF MATERIAL:

This manual provides math problems and exercises found in automotive work. At the end of the book are two Review Tests and a section covering repair orders and shop tickets.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

QUESTIONABLE 39/60

SUMMARY OF RATINGS:

BIAS: Acceptable

There is some job denigration in the indication that mechanics have a low standard of living.

ACCURACY: 10/15

Figures in the example problems are unrealistic and out-of-date. A lot of material is not useful.

APPROPRIATENESS: 9/15

The language and content are inappropriate to the target group, and the problems are too simple. Though the content is important for the subject area, still there is too much material for a two year program.

VERBAL AND VISUAL FLUENCY: 11/15

The arrangement of the material is cluttered and dull. The average student would find the workbook boring.

USEFULNESS AND VERSATILITY: 9/15

The material is suitable only for students with very low abilities in math on an individual basis. Its usefulness is very limited.



TITLE

TESTING PROCEDURES FOR AUTO AC AND DC  
CHARGING SYSTEMS

John D. Grevitch

TI

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

AUTO MECHANICS

YEAR PUBLISHED 1972

COST \$ 7.50

TYPE OF MATERIAL:

A student manual, 225 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

Manual containing step-by-step procedures for testing, diagnosing, and adjusting charging systems.

READABILITY GRADE LEVEL:

Fry. College. (Technical vocabulary necessary).

OVERALL RATING:

USEFUL 43/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Strictly factual information presented without bias.

ACCURACY: 14/15

The manual is accurate. Most items are a compilation of manufacturers' specifications and methods. There is no particular emphasis placed on specific equipment. Perhaps overly detailed.

APPROPRIATENESS: 12/15

Would require a considerable amount of time for the average class in auto mechanics to complete. Overly technical for some students. Most appropriate for those with prior skills and knowledge. Language and reading level may be too high for target population.

VERBAL AND VISUAL FLUENCY: 10/15

The material is clearly and concisely presented, but it is poorly illustrated. In many areas illustrations are lacking. No color used in diagrams. Material lacking in stimulation.

USEFULNESS AND VERSATILITY: 7/15

Emphasis is on only one aspect - i.e., charging systems - but in this one area the material is extremely useful.

ADDITIONAL COMMENTS:

One of the evaluators noted that the material is most appropriate for apprenticeship programs or post-secondary education.

TITLE

AUTOMOTIVE AIR CONDITIONING

Boyce H. Diggins

TI

PUBLISHER

Delmar Publishing Company  
Box 5087  
Albany, New York  
12205

AUTO MECHANICS

YEAR PUBLISHED 1970

COST \$ 5.25

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TYPE OF MATERIAL:

A softcover text workbook of 417 pages with an instructor's guide available separately.

BRIEF DESCRIPTION OF MATERIAL:

Information on mobile air conditioning and techniques necessary for servicing are covered in this text, including service diagnosis procedures for Automatic Temperature Control "Comfort" Systems.

READABILITY GRADE LEVEL:

Not Applicable. There is not enough narrative to be significant.

OVERALL RATING:

EXCELLENT 51/60

SUMMARY OF RATINGS:

BIAS: Acceptable.

ACCURACY: 15/15

The material is very accurate, complete, and detailed.

APPROPRIATENESS: 12/15

This book is excellent as a specialty course teaching tool, but it is not particularly appropriate for this target group because of the large volume of information and the advanced nature of the problems. The essay questions are not particularly useful for this field of study.

VERBAL AND VISUAL FLUENCY: 13/15

The material is well written and formulated though geared to a higher level student than the target group. There is a useful glossary in the back of the book for the frequently difficult terminology.

USEFULNESS AND VERSATILITY: 11/15

Because of the necessary prerequisite knowledge, the book is more suitable and could provide more benefit for the post-secondary student and apprentice. In that case, it could stand alone as a course text.



TITLE

THE AUTO BOOK

William H. Crouse

TI

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey 08520

AUTO MECHANICS

YEAR PUBLISHED 1974

COST \$ 9.60

TYPE OF MATERIAL:

Textbook, 576 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

A comprehensive automotive textbook. Includes theory of operation, construction, trouble shooting, servicing and repair. This text is part of a program designed to equip students to enter the automotive service field. Other program components, which are available separately, are an auto study guide, an auto shop workbook, test booklet, instructor's manual and key, and a set of 15 audio cassettes.

READABILITY GRADE LEVEL:

Fry. Eighth.

OVERALL RATING:

EXCELLENT 57/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Free of bias.

ACCURACY: 15/15

Very accurate, up-to-date and clear in coverage of both theory and technique.

APPROPRIATENESS: 14/15

First impression might scare students, but the text is easy to follow. The language is clear and adequate notes are provided for review and explanation of problem areas. Good overall coverage and chapter summaries.

VERBAL AND VISUAL FLUENCY: 14/15

Simple language, orderly layout, easy to follow. Good use of colored blocks to emphasize important points.

USEFULNESS AND VERSATILITY: 14/15

Excellent as a text and reference for the target group. Very well done. Cost is in line with other available texts.

TITLE

AUTO SHOP WORKBOOK

William H. Crouse

TI

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

AUTO MECHANICS

YEAR PUBLISHED 1974

COST \$ 4.40

TYPE OF MATERIAL:

A workbook, 272 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

A workbook designed to teach practical skills in correlation with The Auto Book text and other ancillary materials.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 54/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although acceptable in general, it was noted that the photos shown are only white males.

ACCURACY: 14/15

Very well done.

APPROPRIATENESS: 13/15

Most appropriate as a workbook. Probably would not lend itself well to a live work program. May be best for first year students.

VERBAL AND VISUAL FLUENCY: 14/15

Acceptable as a workbook, but the illustrations are not on a par with those in the text.

USEFULNESS AND VERSATILITY: 13/15

Specifies objectives of job and lists steps to take, along with a quiz and check list. Might not work well in a live work situation, but is a very good workbook. Will work well with the text for which it was designed, but also could be used with most general automotive textbooks.



TITLE

AUTOMOTIVE TRANSPARENCIES SERIES

William Crouse and Jay Helgel

TI

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey 08520

AUTO MECHANICS

YEAR PUBLISHED 1972

COST \$ 495.00 Total Series;

\$ 82.00 Each Set

TYPE OF MATERIAL:

Seven sets of transparencies and multi-shutter viewer stage.

BRIEF DESCRIPTION OF MATERIAL:

The seven sets of transparencies come with written explanations and overlays in good, strong, very usable and sturdy packages. Content covered in the transparencies is indicated by the following set titles: Engine and Fuel Systems; Automotive Electrical Systems; Automotive Engine Systems; Automotive Suspension Systems; Automotive Steering Systems; Automotive Brakes; Automotive Transmissions and Power Trains. The sets of transparencies and viewer stage can also be ordered separately, but the complete package costs less than the total of the items if ordered separately.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 58/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Completely free of bias.

ACCURACY: 15/15

The material is impartial, objective, accurate, clear and complete.

APPROPRIATENESS: 15/15

Ideal for the target population.

VERBAL AND VISUAL FLUENCY: 15/15

The material is easy to understand and attractively displayed by use of varying color assemblies. They can be used with any overhead projector but most effective when used with multi-shutter viewer stage.

USEFULNESS AND VERSATILITY: 13/15

Appropriate to target population and suited to a variety of classroom organizational patterns. Not for individual use, but an extremely useful tool for the instructor.

ADDITIONAL COMMENTS:

Suitable for use in adult education courses or in apprenticeship programs.

TITLE

THE AUTOMOBILE ELECTRICAL SYSTEM - 2ND  
EDITION

Randolph R. Barr, Thomas D. Flocco

TI

AUTO MECHANICS

PUBLISHER

Chilton Book Company  
Radnor  
Pennsylvania  
19089

YEAR PUBLISHED 1968

COST \$ 12.50

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TYPE OF MATERIAL:

A textbook, 628 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

Designed to aid students in acquiring knowledge and skills necessary to service automobile electrical equipment and accessories.

READABILITY GRADE LEVEL:

Fry. Twelfth. (Technical vocabulary very heavy.)

OVERALL RATING:

UNACCEPTABLE 25/60

SUMMARY OF RATINGS:

BIAS: Unacceptable

Evaluating teachers found evidence of age and sex role stereotyping. Only older men are depicted in the illustrations. The teachers also objected to the emphasis on Delco Remy electrical system products.

ACCURACY: 6/15

Contains information that is outdated. Some of the content is no longer appropriate for modern shop procedures.

APPROPRIATENESS: 6/15

Many service operations are described which are no longer performed in a modern shop. Very little reference to safety precautions.

VERBAL AND VISUAL FLUENCY: 7/15

Poorly arranged, poorly illustrated, no use of color, boring text.

USEFULNESS AND VERSATILITY: 6/15

Does not fit the needs of the target population (eleventh and twelfth grade students). Contains material that is not appropriate for current practices.

ADDITIONAL COMMENTS:

The reviewing teachers were not willing to consider use of this text for their classes.



TITLE

ELECTRONIC IGNITION

TI

PUBLISHER

Guaranteed Parts Company, Inc.  
Seneca Falls,  
New York  
13148

AUTO MECHANICS

YEAR PUBLISHED 1975

COST \$ \_\_\_\_\_

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TYPE OF MATERIAL:

A set of slides with audio tapes.

BRIEF DESCRIPTION OF MATERIAL:

Slide and audio tape presentation on Chrysler electronic ignition system.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

QUESTIONABLE 39/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Includes advertising, but it is put out for the purpose of teaching one specific system, i.e., Chrysler. In general the material is free of bias.

ACCURACY: 10/15

Lacking detail. Incomplete. Not enough information on certain items. Parts illustrated in pictures are not labeled. Explanation of circuits is vague.

APPROPRIATENESS: 10/15

Parts illustrated in pictures should be labeled if materials are to be used in introductory courses. Present depiction assumes learner has already acquired a base of knowledge. Not well suited to target group.

VERBAL AND VISUAL FLUENCY: 12/15

The taped dialogue is presented too rapidly. There is some loss of correlation between the taped and visual presentation.

USEFULNESS AND VERSATILITY: 7/15

Suitable for upgrading previously learned skills, but of limited use for target group. Could be more useful in an apprenticeship program or for updating mechanics' skills.

TITLE

THE TIME-LIFE BOOK OF THE FAMILY CAR

John Paul Porter, Editor

TI

AUTO MECHANICS

PUBLISHER

Time, Inc.  
Time-Life Building  
Rockefeller Center  
New York, N.Y. 10020

YEAR PUBLISHED 1973

COST \$ 12.00

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TYPE OF MATERIAL:

Textbook of 358 pages.

BRIEF DESCRIPTION OF MATERIAL:

A very basic overview of the complete area is provided, with the adult car owner in mind.

READABILITY GRADE LEVEL:

Fry. Tenth. (High variability - depends on subject matter of particular passage).

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Does not contain any bias.

ACCURACY: 14/15

The content is very clear and accurate, but it is not sufficiently technical for the traditional auto mechanics program.

APPROPRIATENESS: 11/15

Too simple for automotive program. More appropriate for adult education familiarization type program.

VERBAL AND VISUAL FLUENCY: 12/15

Much of the material is well presented, but a good portion of the content is not relevant to trade auto mechanics programs.

USEFULNESS AND VERSATILITY: 11/15

Could be very useful for an appropriate group, such as slow learners. Also could be used for reference.



TITLE

ELECTRICITY - USE OF WIRING DIAGRAMS -  
3000-207 FSR

Ford Motor Company

TI

PUBLISHER

Ford Service Publications  
Post Office Box 07150  
Detroit, Michigan  
48207

AUTO MECHANICS

YEAR PUBLISHED 1972

COST \$ 9.95

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TYPE OF MATERIAL:

Filmstrip and record.

BRIEF DESCRIPTION OF MATERIAL:

A Ford Motor Corporation training film and record  
on new product model changes in the area of electrical diagnosis.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 41/60 (Note: Although rated useful, the  
evaluating teachers do not seem inclined to use it).

SUMMARY OF RATINGS:

BIAS: Acceptable

Although free of bias, the material is for  
Ford service only.

ACCURACY: 15/15

Very factual, accurate presentation.

APPROPRIATENESS: 9/15

Very specialized, and narrow. Only the Ford  
electrical system is covered.

VERBAL AND VISUAL FLUENCY: 10/15

Detailed and redundant to the point of boredom. Too long for the amount of material covered.

USEFULNESS AND VERSATILITY: 7/15

Very limited application. May be useful for slow learners. Time consumed is not in proportion to amount of material presented.

ADDITIONAL COMMENTS:

Might be appropriate for in-service training for Ford mechanics.

TITLE

MITCHELL MANUALS DIAGNOSTIC GUIDE

TI

PUBLISHER

Mitchell Manuals, Incorporated  
P.O. Box 80427  
San Diego, California

AUTO MECHANICS

YEAR PUBLISHED 1975

COST \$ 2.95

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TYPE OF MATERIAL:

A textbook of 100 pages.

BRIEF DESCRIPTION OF MATERIAL:

This reference book presents unusual diagnostic problems.

READABILITY GRADE LEVEL:

Not Applicable. (There are not enough running words, there are too many numbers and the written material is broken up into tiny sections).

OVERALL RATING:

USEFUL 45/60 (Note: Although this manual received a useful rating, it is considered of very limited use by the evaluating teachers).

SUMMARY OF RATINGS:

BIAS: Acceptable  
Entirely free of bias.

ACCURACY: 14/15

The book is accurate for the subject area, but at an advanced level.

APPROPRIATENESS: 10/15

Only appropriate for a program for upgrading skills or for post-secondary education. Very advanced for the target group.

VERBAL AND VISUAL FLUENCY: 11/15

Poorly put together. Material not presented in a logical sequence. Poor quality paper.

USEFULNESS AND VERSATILITY: 10/15

The book is not versatile. It is of limited use as students must already have achieved effective diagnostic competence before they will be able to gain by referring to this manual.



TITLE

PRINCIPLES OF AUTOMATIC TRANSMISSION

Jay Webster

TI

PUBLISHER

Prakken Publications, Inc.  
416 Longshore Drive  
Ann Arbor, Michigan  
48107

AUTO MECHANICS

YEAR PUBLISHED 1974

COST \$ 5.00

TYPE OF MATERIAL:

Textbook.

BRIEF DESCRIPTION OF MATERIAL:

This text covers aspects of the principles of auto transmission in the areas of fluid couplings and torque converters, planetary gearbox, hydraulic control system, maintenance and service. Each section contains various forms of review questions.

READABILITY GRADE LEVEL:

Fry. Tenth.

OVERALL RATING:

EXCELLENT 58/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Pictorial views lean toward Ford Motor Company.

ACCURACY: 14/15

Principles of auto transmission are well covered. Information is up-to-date. Provides enough technical information to facilitate understanding, without becoming excessive.

APPROPRIATENESS: 15/15

Lanugage, layout and illustrations are very appropriate for the target population.

VERBAL AND VISUAL FLUENCY: 15/15

Well designed book makes use of reinforced learning techniques with tests at the end of each section. Easy to follow. Large colored pictures and diagrams to facilitate understanding.

USEFULNESS AND VERSATILITY: 14/15

Most useful for higher level students. Suitable for individual study or for group instruction if visual aides are added.

TITLE

VEHICLE VIBRATION ANALYSIS - NO. 0910-013  
FSR

Ford Motor Corporation

TI

AUTO MECHANICS

PUBLISHER

Ford Service Publications  
Post Office Box 07150  
Detroit, Michigan  
48207

YEAR PUBLISHED 1964

COST \$ 9.95

(Updated Yearly)

TYPE OF MATERIAL:

Filmstrip and record.

BRIEF DESCRIPTION OF MATERIAL:

The filmstrip covers type of noise, vibration and harshness problems, and procedures for locating them.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 53/60

SUMMARY OF RATINGS:

BIAS: Acceptable

There is some advertising, which is to be expected, since this is a Ford film, but the material is free of bias.

ACCURACY: 13/15

Typical automobile noises presented on audio accompaniment are unrealistic, but the material is generally accurate.

APPROPRIATENESS: 13/15

Appropriate for target group, but too much information is packed into one filmstrip designed to be shown in a given class period.

VERBAL AND VISUAL FLUENCY: 14/15

Well organized, well presented but too long for one session. Language clear, but the noises should be improved.

USEFULNESS AND VERSATILITY: 13/15

The material can be used in group sessions or for individualized instruction, but it is not for slow learners. Would be better to present material to target group in two sessions because so much is covered.

ADDITIONAL COMMENTS:

Would be suitable for post-secondary use.



TITLE

EMISSION CONTROL EGR DVB SYSTEMS COURSE  
NO. 0901-012 FSRK

Ford Motor Company

TI

PUBLISHER

Ford Service Publications  
Post Office Box 07150  
Detroit,  
Michigan  
48207

AUTO MECHANICS

YEAR PUBLISHED 1972

COST \$ 12.40

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TYPE OF MATERIAL:

A set of two filmstrips and one record.

BRIEF DESCRIPTION OF MATERIAL:

Operation of the EGR system and testing procedures are covered. The filmstrip titles are: "Exhaust Gas Recirculating System 1973 Models" and "Delay Vacuum By-Pass 1973 Models".

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although produced by Ford, the material applies to most late model automobiles having EGR systems.

ACCURACY: 15/15

Very good.

APPROPRIATENESS: 13/15

Applies to most newer makes and models.

VERBAL AND VISUAL FLUENCY: 13/15

Very clear and easy to follow, but  
somewhat redundant.

USEFULNESS AND VERSATILITY: 11/15

Can be used in groups or for  
individual instruction.

TITLE

AUTOMOTIVE DIAGNOSIS AND TUNE-UP

Guy F. Wetzel

TI

PUBLISHER

McKnight Publishing Company  
Box 2854  
Bloomington, Illinois  
61701

AUTO MECHANICS

YEAR PUBLISHED 1974

COST \$ 8.97

TYPE OF MATERIAL:

A cloth-covered reference book of 592 pages.

BRIEF DESCRIPTION OF MATERIAL:

A comprehensive book on engine diagnosis and tune-up designed primarily for adult study, but having application to Eleventh and Twelfth grade automotive programs.

READABILITY GRADE LEVEL:

Fry. Twelfth.

OVERALL RATING:

EXCELLENT 51/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although generally acceptable, it was noted that the illustrations show only white, male mechanics.

ACCURACY: 13/15

There are some inaccuracies, and the book lacks electronic ignition coverage. Very detailed coverage of everything else it is supposed to cover.

APPROPRIATENESS: 14/15

Excellent reference for extra study  
in the area of tune-up.

VERBAL AND VISUAL FLUENCY: 12/15

Boring as a reading text, but good  
for providing specific information.  
Presentation could be improved by use of  
colored pictures and less cluttered arrangement.

USEFULNESS AND VERSATILITY: 12/15

Too narrow to use as a text, but good  
for reference purposes.



TITLE

THE WANKEL ENGINE

Jan P. Norbye

TI

PUBLISHER

Chilton Book Company  
Radnor,  
Pennsylvania  
19089

AUTO MECHANICS

YEAR PUBLISHED 1972

COST \$ 11.85

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TYPE OF MATERIAL:

A reference book of 577 pages.

BRIEF DESCRIPTION OF MATERIAL:

A lengthy and technical reference work, which covers the history and evolution of the Wankel engine.

READABILITY GRADE LEVEL:

Fry. College.

OVERALL RATING:

UNACCEPTABLE 31/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Free of bias.

ACCURACY: 11/15

The book is accurate, but is extremely detailed for the target population.

APPROPRIATENESS: 5/15

Completely inappropriate for target population. Level too high. More suitable for engineering students. Covers history and theory only.

VERBAL AND VISUAL FLUENCY: 9/15  
Too complex in many areas.

USEFULNESS AND VERSATILITY: 6/15  
Of very little value for secondary  
level vocational course. Would be useful  
only for a minimal group of learners on a  
home study basis.

TITLE

AUTO MECHANICS FUNDAMENTALS

Martin W. Stockel

TI

PUBLISHER

Goodheart-Willcox Company, Inc.  
123 West Taft Drive  
South Holland, Illinois  
60473

AUTO MECHANICS

YEAR PUBLISHED 1969

COST \$ 7.98 Record Edition

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TYPE OF MATERIAL:

A text of 480 pages.

BRIEF DESCRIPTION OF MATERIAL:

A basic, all-encompassed text covering the auto trades. It includes a dictionary of auto terms, defined in easily understood vocabulary. Also included are excellent drawings, prints and cutaway photos of parts.

READABILITY GRADE LEVEL:

Fry. Eleventh. (Only because of the technical terminology which is necessary).

OVERALL RATING:

EXCELLENT 54/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Evaluating teachers noted that mechanics are referred to as "he" throughout the book, but they did not find this terminology to be offensive within its content.

ACCURACY: 13/15

Excellent use of terminology. However, due to recent changes in automobiles, the content is somewhat dated.

APPROPRIATENESS: 14/15

Good coverage of the subject.  
Appropriate for introductory or first year  
usage.

VERBAL AND VISUAL FLUENCY: 13/15

Well illustrated. Raters would  
prefer to have the last two chapters at  
the beginning of the book.

USEFULNESS AND VERSATILITY: 14/15

Very versatile. Can be used as a  
text and for individual projects, or to  
complete or review in a specific area.

ADDITIONAL COMMENTS:

Three of the four rating teachers specified  
that they have used this text and, with few and minor  
reservations, have been well-satisfied. It was noted,  
however, that the book needs to be updated again.



TITLE

AUTOMOTIVE ENGINE REPAIRS - GM V8

TI

PUBLISHER

Hoffman Occupational Learning Systems  
4423 Arden Drive  
El Monte, California  
91734

AUTO MECHANICS

YEAR PUBLISHED 1973

COST \$ 43.50 Each Filmstrip;

\$ 55.00 Each Cartridge

TYPE OF MATERIAL:

A set consisting of three filmstrips and three cassettes.

BRIEF DESCRIPTION OF MATERIAL:

This set of filmstrips covers in detail engine disassembly and reassembly checks and procedures. The titles of the filmstrips are: Assembly of GM V-8 Engine; Installation of Piston Rings; and Disassembly Procedures.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 43/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Free of bias.

ACCURACY: 8/15

Many important steps and checks are not included. Sequence not correct.

APPROPRIATENESS: 12/15

Assumes prior knowledge and skills.  
Language is easy to understand, but redundant.

VERBAL AND VISUAL FLUENCY: 11/15

The filmstrips are all right, but the tapes are incomplete. The filmstrips require that supplementary information be provided. The material is attractive and simple, but incomplete and not logically organized in many instances.

USEFULNESS AND VERSATILITY: 12/15

The packaging is good. The material is of limited use, since incomplete. The tapes should not be used with the filmstrips. The material can be used for individualized instruction for students with prior knowledge in this area.

TITLE

ENGINE REPAIR - HEAD ASSEMBLY AND VALVE  
GEAR

Bob Parkhouse

TI

PUBLISHER

McKnight Publishing Company  
Dist. by: Taplinger Publishing Company  
200 Park Avenue South  
New York, New York  
10003

AUTO MECHANICS

YEAR PUBLISHED 1975

COST \$ 11.96

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TYPE OF MATERIAL:

A textbook of 459 pages.

BRIEF DESCRIPTION OF MATERIAL:

A reference text, specifically oriented to engine valves and valve train. Seems to be designed for use as an advanced text or supplementary text.

READABILITY GRADE LEVEL:

Fry. Ninth. (This applies to the regular sections. There are some sections at Eleventh grade level which contain advanced technology vocabulary and concepts).

OVERALL RATING:

EXCELLENT 57/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Generally free of bias, but overuse of acknowledgements may possibly be viewed as objectionable advertising.

ACCURACY: 15/15

The material is completely up-to-date. It lacks a glossary of tradé terminology which would be useful.

**APPROPRIATENESS: 14/15**

Appropriate for use as an advanced concepts text or a reference. Prior knowledge of basic theory is required for effective use.

**VERBAL AND VISUAL FLUENCY: 15/15**

Effective use of color throughout. Red print and bold type are used to emphasize safety concepts and illustrations.

**USEFULNESS AND VERSATILITY: 13/15**

Can be used for both basic and advanced information and is divided and noted as such. Useful as a reference text for the target population, and suitable as a text for advanced auto mechanics classes. Cost somewhat high for narrow application.



TITLE

AUTOMOTIVE EMISSION CONTROL AND TUNE-UP  
PROCEDURES

Ignition Manufacturers Institute

TI

AUTO MECHANICS

PUBLISHER

Prentice-Hall, Inc.  
Englewood Cliffs,  
New Jersey  
07632

YEAR PUBLISHED 1972

COST \$ 12.95

TYPE OF MATERIAL:

A textbook, 367 pages in length, in which all the illustrations are 8-1/2" x 11" transparency masters. The material is contained in a ring binder.

BRIEF DESCRIPTION OF MATERIAL:

Both fundamental theory and advanced procedural techniques are covered in the text. Every phase of tune-up is presented. System operation and test procedures for Exhaust Emission Control Systems are explained. A section on New Car Warranty Facts is included.

READABILITY GRADE LEVEL:

Fry. College. (Technical vocabulary causes great variability among sample. Sentence length is moderate).

OVERALL RATING:

EXCELLENT 56/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
No bias in this material.

ACCURACY: 14/15

Generally accurate, but the section on generators and vibrating type regulators is somewhat obsolete.

APPROPRIATENESS: 14/15

Some of the emission control technical data is a bit sophisticated for the target group. Other technical terms seem appropriate for the area of study.

**VERBAL AND VISUAL FLUENCY: 14/15**

Diagrams contain large bold print which makes them easy to read. The program is well sequenced and well organized. The book is broken down into separate areas which will permit reorganization of the sequence to fit the individual instructor's needs. Descriptions are succinctly presented.

**USEFULNESS AND VERSATILITY: 14/15**

Excellent value for the cost. Appropriate for the target population and adaptable to a variety of classroom organizational patterns.

**ADDITIONAL COMMENTS:**

Could also be used for in-service training for journeyman mechanics, apprentice mechanics training programs, or adult education courses.

TITLE

AUTOMOTIVE ELECTRICAL EQUIPMENT - 7th  
EDITION

William H. Crouse

TI

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

AUTO MECHANICS

YEAR PUBLISHED 1971

COST \$ 9.50 Text; \$3.85 Workbook

TYPE OF MATERIAL:

A book which may be used as a text or reference,  
448 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

Covers the principles of the automotive electrical system. Most systems up to 1971 are covered. This edition also adds new material on battery testing methods, wiring circuitry, ignition systems, and headlights. A workbook to accompany this text is available separately.

READABILITY GRADE LEVEL:

Fry. Eleventh.

OVERALL RATING:

USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Generally acceptable, but male oriented in use of the term "man" in place of "student".

ACCURACY: 13/15

Accurate at time of publication but needs updating now to cover new developments since 1971.

APPROPRIATENESS: 11/15

Contains some material that may be obsolete. The subject matter is presented above the level of comprehension of the target population.

VERBAL AND VISUAL FLUENCY: 11/15

Will require that instructor weed out unnecessary information. Only the section on repair is stimulating. Appeal and interest could be increased by the addition of color and use of a larger print size.

USEFULNESS AND VERSATILITY: 9/15

Of limited use since it is too technical for most of the target population. Not suitable for independent study. Probably better suited to a community college level course or for post-secondary technical education.



TITLE

AUTOMOTIVE EMISSION CONTROL

William H. Crouse

TI

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

AUTO MECHANICS

YEAR PUBLISHED 1971

COST \$ 4.50

TYPE OF MATERIAL:

A paper-back text of 144 pages.

BRIEF DESCRIPTION OF MATERIAL:

This text covers the history of air pollution, fundamental engine theory, and the automotive industry's attempts at controlling automotive engine emissions. Anti-pollution devices and how to check and service them are described.

READABILITY GRADE LEVEL:

Fry. Tenth.

OVERALL RATING:

EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Relatively free of bias. Small variety of equipment brands included, but not objectionable.

ACCURACY: 13/15

Accurate and up-to-date at time of publication (1971) but needs some updating due to new developments.

APPROPRIATENESS: 13/15

Good simple terms used. Clear explanations given. All information supplied is appropriate - little or no unnecessary information or data.

VERBAL AND VISUAL FLUENCY: 12/15

The pictures and schematics are good, but more car or unit pictures are really needed to relate information to car. Larger illustrations and use of color would improve the appeal of this text. The material contributes to the development of critical thought by relating to the past and present and describing how pollution affects everyone's life. Does not describe how to use all the information in job setting, however.

USEFULNESS AND VERSATILITY: 12/15

Useful as a general source of knowledge, with some reference to specific systems. Can be used as an instructor's guide for the area covered. Would also be useful as a student resource or for individual study. The cost is very reasonable for the job it does.

ADDITIONAL COMMENTS:

One of the evaluators noted that the book covers urban type pollution only, omits mention of rural settings.

TITLE

AUTO SERVICE AND REPAIR

Martin W. Stockel

TI

PUBLISHER

Goodheart-Willcox Company, Inc.  
123 West Taft Drive  
South Holland, Illinois  
60473

AUTO MECHANICS

YEAR PUBLISHED 1969-75

COST \$ 9.48

---

TYPE OF MATERIAL:

A textbook, 800 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

A complete automotive repair text, emphasizing technical aspects more than theory. A glossary of technical terms is included.

READABILITY GRADE LEVEL:

Fry. Ninth. (Great variability was noted among samples).

OVERALL RATING:

EXCELLENT 53/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The amount of bias is negligible. The word "man" was used only in a few instances in place of "person". There were very few pictures of mechanics and no women were shown. However, the evaluators feel that the publishers followed a definite policy to remove sex role stereotyping from the text.

ACCURACY: 13/15

The 1975 edition is slightly updated, but still leaves new developments untouched, such as Wankel engines and some areas of emission control.

APPROPRIATENESS: 13/15

This same text is used as the foundation of the Canadian mechanics licensing program. It would be more useful for advanced groups but can be understood by all levels of students.

VERBAL AND VISUAL FLUENCY: 14/15

Complete presentation of material. Technical language is accompanied by explanations, and a glossary of technical terms is provided. Items relating to safety are printed in red to attract reader's attention.

USEFULNESS AND VERSATILITY: 13/15

Appropriate for 11th and 12th grade students, but difficult for slower students. Durable text jacket. Evaluating teachers would rearrange the chapter order.

ADDITIONAL COMMENTS:

The 1975 edition was not considered worth buying as a replacement for the 1969 edition.



TITLE

THE AUTOMOTIVE OSCILLOSCOPE

N. W. Whited

TI

AUTO MECHANICS

PUBLISHER

Delmar Publishing Company  
P. O. Box 5087  
Albany, New York  
12205

YEAR PUBLISHED 1972

COST \$ 2.70

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TYPE OF MATERIAL:

A soft cover reference book of 88 pages.

BRIEF DESCRIPTION OF MATERIAL:

Describes battery ignition systems and application of the oscilloscope.

READABILITY GRADE LEVEL:

Fry. College.

OVERALL RATING:

USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
No bias.

ACCURACY: 12/15

Not completely correct. Vague and incomplete in some areas.

APPROPRIATENESS: 12/15

Would be confusing to students in some areas.

VERBAL AND VISUAL FLUENCY: 11/15

Illustrations and the printed material related to them are too far apart. Some of the illustrations lack adequate explanation.

USEFULNESS AND VERSATILITY: 11/15

Moderately helpful, but of limited use for the target group.

TITLE

AUTOMOTIVE TRANSMISSIONS AND POWER TRAINS-  
4th EDITION

William H. Crouse

TI

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

AUTO MECHANICS

YEAR PUBLISHED 1971

COST \$ 11.95 Text; \$3.25 Workbook

TYPE OF MATERIAL:

A book which may be used as a text or for reference purposes, 496 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

This book covers basic theory, general science and an assortment of specific unit operations and techniques. Includes material on most types of transmissions, drive lines and differentials. A workbook to go with it is available separately.

READABILITY GRADE LEVEL:

Fry. Seventh. (Very short sentences).

OVERALL RATING:

USEFUL 43/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although generally acceptable, it was noted that there is a masculine orientation in the material.

ACCURACY: 13/15

The book appears to be current as of copyright date, but should now be updated with a new edition. Some of the pictures are small and vague and some technical terms need explanation.

APPROPRIATENESS: 10/15

Print too small to be suitable for target population. Content presented in a manner generally too advanced for target group of 11th and 12th grade students.

VERBAL AND VISUAL FLUENCY: 11/15

Small print, small pictures lacking in color. In some sections material appears crowded and cluttered. Does not promote interest or stimulation.

USEFULNESS AND VERSATILITY: 9/15

Most useful in technical courses or for advanced students, but not for slower students. Of limited use due to the complexity of the material covered. Some good information which may be of use in a structured shop situation. A complete and objective text, but limited to a more comprehensive course or a technical situation in terms of its usefulness.



TITLE

AUTOMOTIVE ENGINES - 4th EDITION

William H. Crouse

TI

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

AUTO MECHANICS

YEAR PUBLISHED 1971

COST \$ 8.95 Text; \$3.95 Workbook

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TYPE OF MATERIAL:

A soft covered text of 495 pages.

BRIEF DESCRIPTION OF MATERIAL:

This text gives very comprehensive coverage to automotive engines, fuels, oils, servicing techniques, etc. Includes the basic and complex theory behind subject matter area. A student workbook is available separately.

READABILITY GRADE LEVEL:

Fry. Eighth and Ninth.

OVERALL RATING:

QUESTIONABLE 36/60

SUMMARY OF RATINGS:

BIAS: Acceptable

No evidence of intentional bias, but uses only male pronoun in referring to mechanics or technicians.

ACCURACY: 12/15

Very accurate and complete up-to-date copyright, but is lacking in material on new developments which have come about since that time.

APPROPRIATENESS: 8/15

Language and visual aspects seem more appropriate for post high school use. Some of the material is more relevant for science instruction than for vocational education dealing with working knowledge.

VERBAL AND VISUAL FLUENCY: 8/15

Illustrative material is complex and cluttered. The print is too fine. Colored illustrations are needed. Generally lacking in stimulation and interest.

USEFULNESS AND VERSATILITY: 6/15

Very limited for student use. Most useful for advanced students. Cost is reasonable.

ADDITIONAL COMMENTS:

The material seems more useful for post secondary students. Possibly useful for grading a good mechanic to the level of engine specialist.

TITLE

IMPORTED CAR TUNE-UP MANUAL

TI

PUBLISHER

Mitchell Manuals  
P. O. Box 80427  
San Diego, California  
92138

AUTO MECHANICS

YEAR PUBLISHED 1972-74

COST \$ 59.00; Annual Supplement  
\$19.95 per year.

TYPE OF MATERIAL:

A reference book, which could also be put to use as a student manual or service manual.

BRIEF DESCRIPTION OF MATERIAL:

This manual is concerned with imported cars regarding tune-up, carburetor and electrical system. It is packaged in a hard cover with removable pages for easy updating.

READABILITY GRADE LEVEL:

Fry. College. (Goes off the top of the scale due to the density of the technical vocabulary).

OVERALL RATING:

EXCELLENT 54/60

SUMMARY OF RATINGS:

BIAS. Acceptable  
Free of bias.

ACCURACY: 15/15

An annual supplement may be ordered to keep the material current.

APPROPRIATENESS: 14/15

Not meant for the beginning student. Based upon the assumption that the user has prior knowledge and skills.

VERBAL AND VISUAL FLUENCY: 13/15

A factual presentation, not designed to stimulate creativity. Logically and clearly written. Reading level may be high for 11th and 12th grade students, but it is typical of factory serial manuals.

USEFULNESS AND VERSATILITY: 12/15

Durably packaged. Somewhat difficult to handle due to its bulky size. Very expensive.

ADDITIONAL COMMENTS:

The material might be appropriate for trade mechanics, colleges or reference libraries.



TITLE

LIGHT TRUCK MECHANICAL MANUAL

Mitchell Manuals Staff

TI

PUBLISHER

Mitchell Manuals  
P.O. Box 80427  
San Diego, California  
92138

AUTO MECHANICS

YEAR PUBLISHED 1974

COST \$ 59.95

TYPE OF MATERIAL:

A book of over 300 pages, which could be used as a student manual, a service manual or for reference purposes.

BRIEF DESCRIPTION OF MATERIAL:

A mechanical service manual for light trucks.

READABILITY GRADE LEVEL:

Fry. Twelfth. (Caution should be exercised in placing too much emphasis on the readability check, since word and sentence lengths are highly uneven).

OVERALL RATING:

EXCELLENT 57/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
None evident.

ACCURACY: 15/15

The pictures and much of the wording are taken from manufacturers' manuals. The book is clearly written and up-to-date.

APPROPRIATENESS: 14/15

Based on the assumption that the user has previous knowledge. The high level of the reading matter is consistent with trade requirements, but may be difficult for students with reading problems. Generally relevant and fitting for target group.

VERBAL AND VISUAL FLUENCY: 14/15

Very well illustrated and well arranged.

USEFULNESS AND VERSATILITY: 14/15

Sturdy binding. Of importance to all members of target group. The cost is high, but not prohibitive. Could be used for updating programs, for general trade use, for adult education courses, etc.

TITLE

EMISSION CONTROL SERVICE MANUAL (DOMESTIC  
CAR)

TI

PUBLISHER

Mitchell Manuals  
P.O. Box 80427  
San Diego, California  
92138

AUTO MECHANICS

YEAR PUBLISHED 1974

COST \$ 27.95 plus \$12.50 Update

TYPE OF MATERIAL:

Reference book, 1020 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

A single manual in a hardbound cover. The sheets are removable for updating.

READABILITY GRADE LEVEL:

Fry. College. (Off the end of the scale because of technical vocabulary. Solidly packed reference work-no narrative).

OVERALL RATING:

EXCELLENT 57/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
No bias at all.

ACCURACY: 15/15

The content is based on factory service manuals and is very accurate.

APPROPRIATENESS: 14/15

Reading level high, but characteristic of factory service manuals (the source of much of the content). Some prior skill and knowledge is required to understand the content.

VERBAL AND VISUAL FLUENCY: 14/15

Factual presentation, not intended to be creative.

USEFULNESS AND VERSATILITY: 14/15

Durably packaged, but bulky and somewhat difficult to handle.

ADDITIONAL COMMENTS:

It is difficult to find adequate information on this subject matter area, which is well covered in this book. The book could also be used for updating in the field and would be a worthwhile addition to reference libraries.



TITLE

ROCHESTER CARBURETORS

Doug Roe and Bill Fisher

TI

PUBLISHER

H. P. Books  
P.O. Box 50640  
Tucson, Arizona  
85703

AUTO MECHANICS

YEAR PUBLISHED 1973

COST \$ 5.00

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TYPE OF MATERIAL:

A reference book of 296 pages.

BRIEF DESCRIPTION OF MATERIAL:

A technical manual which provides specialized information on Rochester Carburetors.

READABILITY GRADE LEVEL:

Fry. Eighth and Ninth.

OVERALL RATING:

EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Free of bias.

ACCURACY: 15/15

Highly accurate, very technical information.

APPROPRIATENESS: 12/15

Quite complicated for the average high school student.

VERBAL AND VISUAL FLUENCY: 12/15

Interesting only as a reference aid in  
doing repairing. Would be boring just to read.

USEFULNESS AND VERSATILITY: 11/15

Limited scope. Good for individualized  
instruction for the advanced student.

ADDITIONAL COMMENTS:

Very specialized, but does a very good job in its  
area of specialization.

TITLE

AUTOMOTIVE FUNDAMENTALS

Ernest A. Venk and Walter E. Billiet

TI

AUTO MECHANICS

PUBLISHER

American Technical Society  
848 East 58th Street  
Chicago, Illinois  
60637

YEAR PUBLISHED 1967

COST \$ 9.00

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TYPE OF MATERIAL:

A text of 566 pages.

BRIEF DESCRIPTION OF MATERIAL:

A comprehensive text covering automotive fundamentals.

READABILITY GRADE LEVEL:

Fry. Eleventh, Twelfth. (Sentences are too long and wide variation in vocabulary).

OVERALL RATING:

USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Pictures are only of white males, and pronoun references are all masculine. However, this book was dated 1967 and bias is considered intentional.

ACCURACY: 10/15

Although the book was probably accurate at the time of copyright date, it needs an updating to include innovations of the past eight years. Lacks good coverage on safety, electronic ignition, pollution control equipment, air conditioning, etc.

APPROPRIATENESS: 11/15

Not really useful as a basic text. Will be difficult reading for some students.

VERBAL AND VISUAL FLUENCY: 12/15

Very thorough explanation, but picture quality poor and color lacking.

USEFULNESS AND VERSATILITY: 13/15

Since the material is outdated its usefulness is reduced. However, it is basically a good text which might be very useful if updated. Probably best for upper level students, but considered overpriced for present level of usability.

ADDITIONAL COMMENTS:

Catalog states that new third edition now contains information on the Wankel engine, alternators, transistorized ignition, disc brakes, and devices for air pollution control. It was not available for review.



TITLE

STUDY GUIDE FOR AUTOMOTIVE FUNDAMENTALS

TI

PUBLISHER

American Technical Society  
848 East 58th Street  
Chicago, Illinois  
60637

AUTO MECHANICS

YEAR PUBLISHED 1967

COST \$ 3.00

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TYPE OF MATERIAL:

A workbook, 283 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

A workbook designed for use with the textbook. Although it may be purchased separately, it must be used with the text. Illustrations are used to show relationships and functions of parts.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

QUESTIONABLE 39/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Free of bias.

ACCURACY: 11/15

Needs to be updated.

APPROPRIATENESS: 8/15

Too much written testing for the average vocational student. Overly detailed in some areas.

VERBAL AND VISUAL FLUENCY: 10/15

Too much reading and writing. Contains  
outdated material.

USEFULNESS AND VERSATILITY: 10/15

Only useful with textbook. Usefulness  
does not justify cost.

TITLE

AUTOMOTIVE SUSPENSIONS, STEERING ALIGNMENT  
AND BRAKES

Walter E. Billiet, Walter Alley

TI

AUTO MECHANICS

PUBLISHER

American Technical Society  
848 East 58th Street  
Chicago, Illinois  
60637

YEAR PUBLISHED 1969

COST \$ 9.25

TYPE OF MATERIAL:

Reference or textbook, 402 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

This is a basic, specialized reference book on automotive suspensions, steering, alignment and brakes. It provides information on how to measure, check, interpret, and correct faulty operating of any of these systems.

READABILITY GRADE LEVEL:

Fry. Ninth. (The sentences are too long, although the vocabulary is relatively simple).

OVERALL RATING:

QUESTIONABLE 36/60 (Note: This rating is near the low end of the range for useful materials).

SUMMARY OF RATINGS:

BIAS: Acceptable

Relatively free of bias, but only middle-aged, white male mechanics are shown.

ACCURACY: 10/15

Some methods and operations in the book are poor practice. Material is somewhat antiquated. Some of the content is inaccurate and overly detailed.

APPROPRIATENESS: 8/15

Too narrow an area for a text. Poor choice of chapter questions - all are essay type and some are not really relevant.

VERBAL AND VISUAL FLUENCY: 9/15

Pictures are outdated and of poor quality. The text is boring to read.

USEFULNESS AND VERSATILITY: 9/15

Useful only as a reference book, or for individual instruction, but contains a limited amount of usable material.



TITLE

DYNA VISION - MARQUETTE IGNITION  
SIMULATOR MODEL DS 3

TI

AUTO MECHANICS

PUBLISHER

Marquette Corporation  
3800 North Dentab Street  
St. Paul, Minnesota  
55112

YEAR PUBLISHED 1974

COST \$ 368.28

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TYPE OF MATERIAL:

Simulated ignition system training aid.

BRIEF DESCRIPTION OF MATERIAL:

Simulated ignition system (breaker system) will  
simulate 90% of electric ignition system problems.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 59/60

SUMMARY OF RATINGS:

BIAS: Not Applicable

ACCURACY: 14/15

Does not simulate C D (electronic) ignition.

APPROPRIATENESS: 15/15

Excellent teaching aid. Does what it is  
designed to do.

VERBAL AND VISUAL FLUENCY: 15/15

Allows for oscilloscope use without distractions.  
Common problems are easily dialed in, resulting in  
actual changes in the scope patterns. Will show good  
and bad patterns at the flick of a switch.

**USEFULNESS AND VERSATILITY: 15/15**

Easily set up with any brand scope. Can be used in various class and shop activities in individual or group settings. An expensive but valuable teaching tool.

TITLE

AUTOMOTIVE MECHANICS - 7TH EDITION

William H. Crouse

TI

AUTO MECHANICS

PUBLISHER

McGraw Hill Book Company  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1975

COST \$ 12.95

TYPE OF MATERIAL:

A book which could be used as a text or a reference, 640 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

The book covers theory of operation, construction, maintenance, troubleshooting, adjustments, repair and rebuilding of all automotive components. In this edition new material has been added on safety, the Wankel engine, automotive emission controls, catalytic converters, air bags, energy absorbing bumper systems, overhead cams, electronic ignitions and belted-radial tires. A variety of materials ancillary to the text are available, such as workbooks, tests, flip charts, filmstrips, etc.

READABILITY GRADE LEVEL:

Fry. Seventh. (This level is due to the short, simple sentences, but does not measure the difficulty of the concepts.)

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although the material is excellent in terms of using a variety of persons representing different races, sexes and ages it goes heavy in promoting General Motors, Sun Testing equipment, Delco and A C parts in the ignition system.

ACCURACY: 13/15

The material is timely and up-to-date. However, the pictures do not portray safe working procedures, e.g., no safety glasses are shown. The material is generally accurate, but there is one instance in which improper use of a tool is portrayed and the term "hub" is used for the part usually called the barrel on a micrometer.

APPROPRIATENESS: 11/15

Quite complex, not for students with learning disabilities. Emphasizes the engine at expense of other areas, and therefore not considered appropriate as a complete or only text for a course.

VERBAL AND VISUAL FLUENCY: 12/15

The material is presented simply, yet with sufficient detail, but the presentation is considered rather dull.

USEFULNESS AND VERSATILITY: 12/15

Good for reference or for advanced students, but not enough coverage of most areas to qualify it for use as the basic text in a program.



TITLE

BUILDING CONSTRUCTION TRANSPARENCIES

TI

PUBLISHER

DCA Educational Products  
4865 Stenton Avenue  
Philadelphia, Pennsylvania  
19144

BUILDING TRADES

YEAR PUBLISHED 1970

COST \$ 109.50

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TYPE OF MATERIAL:

A set of 24 transparencies, available separately as well.

BRIEF DESCRIPTION OF MATERIAL:

The set covers many principles of construction from selecting the building site through specific details on the finish of the interior.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 54/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Since only tools, materials, and methods are shown, the question of bias was not applicable.

ACCURACY: 14/15

The content shown is basic, clear, and up-to-date. For the most part, standard construction procedures are portrayed though there are very minor local variations.

APPROPRIATENESS: 14/15

The pictorial presentation makes the material informative to all levels, though higher level students might possibly find it a little boring.

VERBAL AND VISUAL FLUENCY: 13/15

The clear, bright-colored overlays followed a good step-by-step organization and are left uncluttered by extensive printing.

USEFULNESS AND VERSATILITY: 13/15

While the cost is high, the quality is good. The material could also effectively be used in teaching drafting, masonry, trade electricity, plumbing, and heating. The file type of packing container for the transparencies is handy and seemingly durable.

TITLE

MODERN WOODWORKING

Willis H. Wagner

TI

BUILDING TRADES

PUBLISHER

Goodheart-Willcox  
123 West Taft Drive  
South Holland, Illinois  
60473

YEAR PUBLISHED 1970

COST \$ 6.96

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TYPE OF MATERIAL:

A textbook of 650 pages.

BRIEF DESCRIPTION OF MATERIAL:

This introductory text on woodworking covers basic power tool safety and use, lamination, upholstery, pattern making, wood technology, saw sharpening, glue technology, and boat building.

READABILITY GRADE LEVEL:

Fry. Seventh.

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although women are not shown, there are people of varying ages and races in the illustrations.

ACCURACY: 13/15

The text is generally accurate and up-to-date, but a few procedures described reversed generally accepted methods.

APPROPRIATENESS: 12/15

Some secondary students may find the content too technical and specialized for general use.

VERBAL AND VISUAL FLUENCY: 14/15

Good pictorial and graphic illustrations supplement the content well.

USEFULNESS AND VERSATILITY: 13/15

Rather than to residential construction, this text would be useful in a wood shop course and as a reference or on a selected unit basis for secondary or adult education courses.

ADDITIONAL COMMENTS:

The reviewers had all used this text in their classrooms.



TITLE

USE OF THE LEVEL

U. H. Meachum

TI

BUILDING TRADES

PUBLISHER

California State Polytechnic College  
3801 West Temple Avenue  
Pomona, California  
91768

YEAR PUBLISHED \_\_\_\_\_

COST \$ \_\_\_\_\_

TYPE OF MATERIAL:

Filmstrip with 12-page guide.

BRIEF DESCRIPTION OF MATERIAL:

The filmstrip illustrates the set-up and use of a builder level-transit in the field.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 57/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 15/15

Clear, complete, and a realistic use of the level in an actual problem setting.

APPROPRIATENESS: 14/15

A fairly straight-forward presentation which would be appropriate for both secondary and post secondary.

VERBAL AND VISUAL FLUENCY: 14/15

Use of color aids in making the filmstrip both attractive and realistic.

USEFULNESS AND VERSATILITY: 14/15

Could be used with large groups or as supplementary instruction for individuals. Exact price was not available but it was assumed to be of moderate cost. 4

TITLE

HOW TO SELECT PLYWOOD

TI

PUBLISHER

American Plywood Association  
119 A. Street  
Tacoma, Washington  
98401

BUILDING TRADES

YEAR PUBLISHED \_\_\_\_\_

COST \$ 6.00 per 100; Free Single Copies

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TYPE OF MATERIAL:

Two-page handout sheets.

BRIEF DESCRIPTION OF MATERIAL:

These handout sheets are taken from a pamphlet and describe different plywood grades.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 55/60

SUMMARY OF RATINGS:

BIAS: Acceptable

This is strictly factual information with no possibility of bias of any type.

ACCURACY: 14/15

Generally correct and complete although limited to a narrow topic.

APPROPRIATENESS: 15/15

Would be equally appropriate for secondary or post secondary students. This material is easy to understand.

VERBAL AND VISUAL FLUENCY: 12/15

Design is not particularly attractive or interesting. Brevity of material would prevent students from becoming bored.

USEFULNESS AND VERSATILITY: 14/15

Easy to store and available in quantity at a reasonable price. Might be useful as basic or supplementary material.



TITLE

PRACTICAL PROBLEMS IN MATHEMATICS SERIES:  
CARPENTERS

TI

PUBLISHER

Delmar Publishers  
Box 5087  
Albany, New York  
12205

BUILDING TRADES

YEAR PUBLISHED 1973

COST \$ 2.76; \$1.25 Instructor's Guide

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TYPE OF MATERIAL:

Workbook with 190 pages plus an instructor's guide.

BRIEF DESCRIPTION OF MATERIAL:

In this workbook of math problems which relate to the carpentry trade, the exercises start with basic addition and go through complex problems.

READABILITY GRADE LEVEL:

Fry. Tenth.

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 13/15

Problems are realistic and deal with complex situations involving rafters, stair work, etc. Much of the information in the problems is out-of-date which may interfere with learning.

APPROPRIATENESS: 14/15

Math is not interesting to this type of student but it is important.

VERBAL AND VISUAL FLUENCY: 13/15

Book is generally well-organized and problems move gradually from the simple to the complex.

USEFULNESS AND VERSATILITY: 12/15

To be useful it must primarily be used as a workbook. One teacher suggested duplicating certain pages for students with problems in one area.

TITLE

MOD 24

TI

PUBLISHER

American Plywood Association  
1119 A. Street  
Tacoma, Washington  
98401

BUILDING TRADES

YEAR PUBLISHED 1973

COST \$ Free (Single copies)

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TYPE OF MATERIAL:

Pamphlet with 15 pages.

BRIEF DESCRIPTION OF MATERIAL:

This pamphlet describes a 24" on-center building system which uses less materials and less labor than conventional systems.

READABILITY GRADE LEVEL:

Fry. Ninth through Twelfth. (Reading level varies according to sentence length and number of syllables. Items with numbers and fractions ran up the scores).

OVERALL RATING:

USEFUL 45/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 12/15

Pamphlet is limited to the field application of modern materials and methods in a modular framing system. Very complete within this limitation.

APPROPRIATENESS: 10/15

Not of great importance in the overall teaching of construction nor is it very challenging. Probably equally appropriate for secondary and post secondary.

VERBAL AND VISUAL FLUENCY: 10/15

This is not an outstanding piece of material in terms of attractiveness and simplicity of presentation.

USEFULNESS AND VERSATILITY: 13/15

Easy to use and store and the price is right!



TITLE

BASIC HANDTOOLS - NAVPERS 10085-A

TI

PUBLISHER

Publications and Printing Branch  
Department of the Navy  
Naval Education and Training Program  
Pensacola, Florida  
32509

BUILDING TRADES

YEAR PUBLISHED \_\_\_\_\_

COST \$ 3.75 first copy; \$1.75 each  
additional copy

TYPE OF MATERIAL:

A textbook of 227 pages.

BRIEF DESCRIPTION OF MATERIAL:

The text contains descriptions, illustrations, general use and maintenance for handtools and portable power tools used in the building and machine trades.

READABILITY GRADE LEVEL:

Fry. Average Eighth. (The level varies from Seventh through Tenth. Fewer sentences in one passage affected the Tenth grade score).

OVERALL RATING:

EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 13/15

The content is clear and very detailed. The ideas and illustrations seem current in information and realistic enough.

APPROPRIATENESS: 12/15

Some material is included which is not appropriate to the building or machines trades, but is useful nevertheless. The reader is forced to refer to illustrations and back to the previous text in order to gain a thorough understanding, and the material thus becomes thought-provoking.

VERBAL AND VISUAL FLUENCY: 13/15

An appealing printed layout and clear illustrations that are cross-referenced make this an effective teaching tool.

USEFULNESS AND VERSATILITY: 12/15

Though the book is more costly than other useful material, it has a fair level of adaptability and could be used to teach metal-working, plumbing, machine shop and electrical work.

ADDITIONAL COMMENTS:

This publication has now been superceded by Tools and Their Uses NAVEDTRA 10085-B. The newer publication was not available for examination.

TITLE

MODERN CARPENTRY

Willis H. Wagner

TI

PUBLISHER

The Goodheart-Willcox Company, Inc.  
123 West Taft Drive  
South Holland, Illinois  
60473

BUILDING TRADES

YEAR PUBLISHED 1973

COST \$ 7.47

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TYPE OF MATERIAL:

A hard cover textbook with 492 pages.

BRIEF DESCRIPTION OF MATERIAL:

This textbook on carpentry is primarily designed for home building, with individual assignments to each chapter.

READABILITY GRADE LEVEL:

Fry. Tenth.

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable

All pictures are of men, however this is typical of materials in this area.

ACCURACY: 14/15

A complete coverage of the information required to build a house. Completely up-to-date.

APPROPRIATENESS: 13/15

A very usable and easily understood book. May actually seem too juvenile to some students.

VERBAL AND VISUAL FLUENCY: 13/15

Large print with many large pictures.  
The basic format does tend to get repetitious.

USEFULNESS AND VERSATILITY: 12/15

Has the general limitation of a textbook  
in that it is not a versatile teaching tool.  
Teachers agreed that it is still the best  
available text for students in the eleventh  
and twelfth grade.



TITLE

WOODWORKING VISUALIZED - 2nd EDITION

Ross C. Cramlet

TI

PUBLISHER

Bruce Publishing Company  
8701 Wilshire Boulevard  
Beverly Hills, California  
90211

BUILDING TRADES

YEAR PUBLISHED 1974

COST \$ \_\_\_\_\_

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TYPE OF MATERIAL:

A textbook of 158 pages.

BRIEF DESCRIPTION OF MATERIALS:

This complete set of 2,200 illustrations depicting basic handtools, joints, fastening devices and step-by-step procedures is complemented by notes to each. There is no written text as such.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 56/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 15/15

The step-by-step methods used are accurate, and logical. It is a very realistic presentation.

APPROPRIATENESS: 13/15

The material here is easy to understand, but essential to the subject. Although the average construction worker may not immediately need some of the information, it will prove valuable over the long run. The practice projects are challenging.

VERBAL AND VISUAL FLUENCY: 13/15

The illustrations are clear and comprehensive, the notes economically written, and the format refreshing.

USEFULNESS AND VERSATILITY: 15/15

This text is excellent for varying student abilities and different classroom formats, whether independent, small group or classroom study. Adult woodworking, cabinet working, and industrial arts would find the material valuable, as well.

TITLE

PRACTICAL PROBLEMS IN MATHEMATICS FOR  
CARPENTERS

J. A. Luy

TI

PUBLISHER

Delmar Publishers  
Box 5087  
Albany, New York  
12205

BUILDING TRADES

YEAR PUBLISHED 1973

COST \$ 2.76; Instructor's Guide \$1.25

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TYPE OF MATERIAL:

A workbook of 141 pages; the teacher's guide is available separately.

BRIEF DESCRIPTION OF MATERIAL:

This math workbook reviews the fundamentals ranging from the addition of whole numbers through square roots and including linear, square, and volume measurement and estimating.

READABILITY GRADE LEVEL:

Fry. High Seventh on the average. (For reading passages, the results were Ninth through Eleventh while for problem passages, the level was Fourth).

OVERALL RATING:

EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 14/15

The material in this workbook is current, practical, and accurate.

APPROPRIATENESS: 13/15

The problems are particularly suitable to the carpentry student but may prove difficult to the average student. In addition, the organization of the problems does not stimulate step-by-step growth for the student who may start out slowly.

VERBAL AND VISUAL FLUENCY: 12/15

The material is made appealing to the learner by means of its good format, varied type face, and clear illustrations. However, one reviewer felt the author had a talent for making simple problems seem complex.

USEFULNESS AND VERSATILITY: 11/15

The cost seems commensurate with the workbook's value. Apprentices, adult education and junior college students as well as those studying at home could all make use of this material.

ADDITIONAL COMMENTS:

The teachers who reviewed this book varied widely in their opinions of its value. Only one had used it in the classroom.



TITLE

CONCRETE FORM CONSTRUCTION

TI

BUILDING TRADES

PUBLISHER

Delmar Publishers  
Box 5087  
Albany, New York  
12205

YEAR PUBLISHED \_\_\_\_\_

COST \$ 1.95

TYPE OF MATERIAL:

A paperback textbook of 106 pages and a suggested unit outline.

BRIEF DESCRIPTION OF MATERIAL:

Soil conditions, layout procedures, methods and materials for the various types of form construction are covered in this book.

READABILITY GRADE LEVEL:

Fry. Average beginning Seventh. (The results varied from high Fifth through Eighth).

OVERALL RATING:

QUESTIONABLE 36/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
No bias was noticed.

ACCURACY: 9/15

Many materials and procedures shown in the illustrations are outdated. For example, the T & G sheathing is shown on forms rather than plywood or reusable form panels. However, much basic information such as layout methods and soil conditions is unchanged and still valuable.

APPROPRIATENESS: 8/15

The usefulness of the good basic information contained in the text is limited by the antiquated nature of methods and materials.

VERBAL AND VISUAL FLUENCY: 9/15

None of the reviewers were satisfied with the illustrations. Terms used to describe them were "cluttered" and "dull", while one described the text as "over-illustrated", presumably with inaccurate or useless visuals.

USEFULNESS AND VERSATILITY: 10/15

As a reference for the instructor, the text could be mined for its good basic information on form construction. However, it is not recommended for student use because of the many misconceptions sure to be absorbed from out-of-date content. Adult or apprentice classes might prove to be more capable of separating the useful from the useless. Updating the illustrations might give the text new life.

ADDITIONAL COMMENTS:

Two of the three teachers evaluating this book had used it in their classes.

TITLE

THE USE OF PORTABLE POWER TOOLS

L. P. McDonnell, D. Kidd, L.J. Siy

TI

BUILDING TRADES

PUBLISHER

Delmar Publishers  
Box 5087  
Albany, New York  
12205

YEAR PUBLISHED 1962

COST \$ 3.60

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TYPE OF MATERIAL:

A paperback textbook of 213 pages accompanied by a teacher's guide.

BRIEF DESCRIPTION OF MATERIAL:

The text covers nomenclature and use of basic portable power equipment in everyday use in the building trades. There is a section on portable electric power tools and one on automatic drivers.

READABILITY GRADE LEVEL:

Fry. Average Eighth. (Varies from Seventh through Ninth. Seventh grade passage had many sentences. Seems to be more Ninth grade material).

OVERALL RATING:

USEFUL 45/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 11/15

Although some equipment shown is out-dated, most of it has undergone only minor change while keeping the same basic features. One reviewer felt that the information was very dated and distinctly limited the usefulness of the book.

APPROPRIATENESS: 11/15

While unnecessary detail made the book unsuitable for general classroom use, this same amount of detail increased its potential as a supplementary reference source.

VERBAL AND VISUAL FLUENCY: 11/15

It was agreed that the many illustrations give support to the text. One reviewer thought that the text was too cluttered with illustrations.

USEFULNESS AND VERSATILITY: 12/15

The entire building trade unit is covered by this text but the paperback binding may not prove durable enough for heavy use. Updating the illustrations could greatly increase the book's usefulness. It is not recommended for entry-level students nor for general classroom use.

ADDITIONAL COMMENTS:

The teachers evaluating this book differed widely in their opinions. Overall rating varied from "minimally useful" to "excellent".



TITLE

OPERATION OF MODERN WOODWORKING MACHINES

Herman Hjorth, William F. Holtrop

TI

BUILDING TRADES

PUBLISHER

Bruce Publishing Company  
8701 Wilshire Boulevard  
Beverly Hills, California  
90211

YEAR PUBLISHED 1958

COST \$ 4.02 Cloth; \$ 3.18 Paper;  
\$ .15 Teacher's Key

TYPE OF MATERIAL:

A textbook of 176 pages.

BRIEF DESCRIPTION OF MATERIAL:

The text presents twelve pieces of woodworking equipment including the circular saw and radial arm saw used in the building trades. There is a description, comments on maintenance and safety requirements for each type of tool.

READABILITY GRADE LEVEL:

Fry. Eighth.

OVERALL RATING:

EXCELLENT 54/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The text can be used in the classroom though only Caucasian males are shown operating equipment.

ACCURACY: 14/15

Published in 1958, the book seems current, and though the outward appearance of equipment has changed somewhat, the parts, nomenclature, and operations have remained the same. Unfortunately, safety rules presented in this text are not followed in the illustrations.

APPROPRIATENESS: 14/15

The material is fluent and challenging, but not beyond the ability of the target population.

VERBAL AND VISUAL FLUENCY: 13/15

Diagrams and illustrations are numerous and the type face is good. However, most texts on equipment are not very stimulating, and this one is no exception.

USEFULNESS AND VERSATILITY: 13/15

As a reference it should be useful. However, it may not appeal to the slow learner. One teacher indicated that in the woodworking field he relied on demonstrations to the small group or individual rather than on books. Industrial arts instructors may find the book useful.

TITLE

HERE'S HOW - BASIC BRICKLAYING

Created by Mac Terry

TI

BUILDING TRADES

PUBLISHER

The Kenalex Corporation  
2960 South Fox  
Denver, Colorado  
80216

YEAR PUBLISHED 1972

COST \$ 99.50 Sound/slide Program;

\$ 25.00 Classpack of 30 Study Guides

TYPE OF MATERIAL:

A series of 70 slides packaged together with a tape cassette sound track.

BRIEF DESCRIPTION OF MATERIAL:

This slide series shows the tools of the bricklaying trade, their use, their cost, and basic techniques such as laying up corners, laying to line, lead layout, vertical spacing, and squaring up corners.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 51/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Though only male bricklayers are shown, it can be used in the classroom.

ACCURACY: 13/15

A few poor trade practices were shown (fouling line with trowel and hitting level with trowel) along with some inconsistent terminology and some vagueness in the order of various steps. In general, however, the information was useful and the trade jargon was good.

APPROPRIATENESS: 14/15

If the student is going to lay brick, the information is exactly what he needs.

VERBAL AND VISUAL FLUENCY: 12/15

This series of slides covers a lot of information a bit too quickly. The pace can be slowed down and some inaccuracies with the order of steps in the bricklaying process corrected, if the teacher does the commentary himself without the cassette tape. Any future revision of this material should include close-ups of many steps in the process.

USEFULNESS AND VERSATILITY: 12/15

As a review or an introduction to a unit, this series could be useful if the cassette tape is left out. Then some of the poor trade practices shown could be pointed out as examples of what not to do. Slides are inappropriate for some occupational fields because it may be difficult to darken the work area or supervise large groups when darkened. A unit on building designs might find this material suitable.

ADDITIONAL COMMENTS:

Two of the reviewers had used the slide series in the classroom.



TITLE

THE NATION'S BUILDERS

Otis L. Bratton

TI

BUILDING TRADES

PUBLISHER

Bowmar Publishing Company  
622 Rodier Drive  
Glendale, California  
91201

YEAR PUBLISHED 1970

COST \$ 65.49

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TYPE OF MATERIAL:

Six filmstrips, cassette tapes, counselor's handbook of 31 pages, and career survey booklets for students.

BRIEF DESCRIPTION OF MATERIAL:

This package is for use by counselors, not for instruction. The material presents information on such careers as equipment operator, carpenter, electrician, civil engineering technician, and architecture draftsman.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 45/60

SUMMARY OF RATINGS:

BIAS: Questionable

Though members of minority groups were shown, no women appeared in any of the jobs.

ACCURACY: 11/15

As introductory information, the content was sufficient, though nothing negative about any career was mentioned, and a little more detail would increase its value.

APPROPRIATENESS: 11/15

This overview of trade careers is appropriate for junior high students, but not for secondary.

VERBAL AND VISUAL FLUENCY: 13/15

Color quality is high and stimulates interest. Additionally, the sound coordinates well with the visual content.

USEFULNESS AND VERSATILITY: 10/15

This material is good as a counseling aid, but it is not for classroom use by an occupational teacher. It would be especially useful as career education material at the junior high level.

TITLE

FRAMING, SHEATHING AND INSULATION

R. P. Jones and J. E. Ball

TI

BUILDING TRADES

PUBLISHER

Delmar Publishers  
Box 5087  
Albany, New York  
12205

YEAR PUBLISHED 1973

COST \$ 3.00

TYPE OF MATERIAL:

A textbook of 217 pages.

BRIEF DESCRIPTION OF MATERIAL:

The book covers all aspects of residence construction from the characteristics of wood through stair-framing. Alternate methods of construction are also shown.

READABILITY GRADE LEVEL:

Fry. Average Eighth. (The level varies from 6th through beginning 10th; the number of sentences made a difference.)

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 13/15

The title is misleading; only eight pages are allotted to insulation. Some aspects of construction as presented in the book are out-dated, but the basics of carpentry have pretty much remained the same and are well covered here.

APPROPRIATENESS: 13/15

The language of the text is consistent, readable, and appropriate for the level of the target population, but the review questions are sometimes misleading and even inaccurate.

VERBAL AND VISUAL FLUENCY: 13/15

While the verbal fluency is good, the format in general is unattractive. Type face size is wrong, illustrations are poorly placed, and though the diagrams are indeed clear, there is no color.

USEFULNESS AND VERSATILITY: 13/15

This book gives good value for its cost and is useful in many contexts including home study, carpentry apprenticeships, army training, industrial arts and drafting courses, and for adult education in general.

ADDITIONAL COMMENTS:

The Regents type test from the New York State Education Department has been done on this material. Two of the three teachers who reviewed the book had used it in their classrooms.



TITLE

THE USE OF HAND WOODWORKING TOOLS

L.P. McDonnell

TI

BUILDING TRADES

PUBLISHER

Delmar Publishers  
Box 5087  
Albany, New York  
12205

YEAR PUBLISHED 1962

COST \$ 3.90

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TYPE OF MATERIAL:

A textbook of 294 pages.

BRIEF DESCRIPTION OF MATERIAL:

The text is restricted to hand tools only which are grouped according to function, i.e. layout, sawing, fastening, etc. Basic operation, safety, and maintenance are covered.

READABILITY GRADE LEVEL:

Fry. Seventh. (The text varies from 5th through 9th.)

OVERALL RATING:

EXCELLENT 55/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 15/15

Overall the text is very accurate. Small variations in definitions, usage, and methods may occur depending on the geographical region but are easily corrected by the instructor.

APPROPRIATENESS: 14/15

The language used is geared for the average vocational student with some reading ability and self-motivation. That ability may vary widely from student to student.

VERBAL AND VISUAL FLUENCY: 12/15

Average students may feel the book is dull with little appeal and no color or cartoons. While it is not a dynamic text the illustrations are very clear and instructive.

USEFULNESS AND VERSATILITY: 14/15

Because the problems in the review sections may be too difficult for the target population, instructors may have to write their own tests. The material could be used for courses in Industrial Arts and general Adult Education as well as for Carpentry Apprentices.

ADDITIONAL COMMENTS:

All the reviewers had used this book in their classes.

TITLE

SUGGESTED UNIT COURSE IN INTERIOR AND  
EXTERIOR TRIM

John E. Ball

TI

BUILDING TRADES

PUBLISHER

Delmar Publishers  
Box 5087  
Albany, New York  
12205

YEAR PUBLISHED 1975

COST \$ 4.95; Instructor's Guide \$1.25

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TYPE OF MATERIAL:

A soft-cover textbook of 264 pages; an instructor's guide is available separately.

BRIEF DESCRIPTION OF MATERIAL:

Line drawings and theory complement each other in this survey of the fundamentals of exterior and interior trim.

READABILITY GRADE LEVEL:

Fry. Eighth.

OVERALL RATING:

UNACCEPTABLE 28/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 6/15

Some illustrations are useful, but in general the methods and materials are out-of-date and need revising to meet current standards.

APPROPRIATENESS: 7/15

The content of this book is somewhat irrelevant to the subject and inappropriate to the target population because of its antiquated approach. Some basic theory remains good.

VERBAL AND VISUAL FLUENCY: 7/15

Although there are a few good illustrations, they are all graphic and eventually bore the reader with their cluttered appearance. In general, the format is unattractive and dull.

USEFULNESS AND VERSATILITY: 8/15

This text should have only limited use due to the outdated nature of the information on construction practices.



TITLE

SAW SAFETY - THE PORTABLE ELECTRIC SAW -  
HOW TO USE IT SAFELY

TI

BUILDING TRADES

PUBLISHER

Instructional Materials Service  
Stone Hall  
Cornell University  
Ithaca, New York  
14853

YEAR PUBLISHED 1964

COST \$ 4.45

TYPE OF MATERIAL:

A filmstrip.

BRIEF DESCRIPTION OF MATERIAL:

This strip demonstrates the use of a portable electric saw, nomenclature, adjustments, blade types, various cuts, and essential safety measures.

READABILITY GRADE LEVEL:

Not Applicable.

OVERALL RATING:

EXCELLENT 49/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 12/15

For the most part the information presented was current and practical; however, there were some non-trade procedures in the strip, as well as less emphasis on safety than the title indicates.

APPROPRIATENESS: 13/15

Safety is indeed important and relevant to those who use handtools. The filmstrip was easy to understand and appropriate to the economic background of the target population.

VERBAL AND VISUAL FLUENCY: 13/15

The simple, clear, and colorful frames effectively promote the general theme and increase the student's awareness of safety, but the filmstrip may cover too many themes.

USEFULNESS AND VERSATILITY: 11/15

Unfortunately, the film showed shop use of a construction site tool thereby limiting its usefulness. On the other hand, the material is durably packaged, and its value seems commensurate with the cost. It should be used in group instruction and could be also effective in teaching Industrial Arts and Agriculture.

TITLE

GENERAL BUSINESS FOR ECONOMIC UNDER-  
STANDING - 10th EDITION

DeBrum, Haines, Malsbary, Crable

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1971

COST \$ 7.72 Text

TYPE OF MATERIAL:

Textbook.

BRIEF DESCRIPTION OF MATERIAL:

Textbook provides a basic introduction to business and consumer information. Career guidance is emphasized. A Teacher's Activity Guide containing a variety of teaching aids including transparency masters, is available.

READABILITY GRADE LEVEL:

Fry. Tenth. (Varied from Seventh through College level. Passage from beginning of book words had fewer syllables.)

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Teachers noted that the pictures showed a cross section of American people and products.

ACCURACY: 12/15

Material was considered realistic and correct. Step-by-step instructions made the content clear. Because the book is four years old, it is slightly outdated.

APPROPRIATENESS: 11/15

Although the language was considered appropriate for the target group of tenth to twelfth grade students, the math problems and sections on insurance and social security might be difficult for some students. The content was important to the subject matter.

VERBAL AND VISUAL FLUENCY: 12/15

Text was attractive and well organized and outlined. There was extensive use of visual objects, especially graphs, and the colors were appealing. The vocabulary guide was extensive and the problem solving sections were interesting. Evaluators suggested that more lower level activities could have been presented.

USEFULNESS AND VERSATILITY: 13/15

Teachers felt the text was appropriate for the target population of tenth to twelfth graders, but would be too difficult for ninth graders. It would be suitable for varying classroom formats, but would be especially good when used with supplementary materials. Could be used for classes in Salesmanship or Business Management. The text was priced reasonably and was easy to handle and store.



TITLE

CONSUMER ECONOMIC PROBLEMS - 8th EDITION

Warmke, Wyllie, Wilson, Eyster

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1971

COST \$ 7.96 Text; \$2.32 Workbook;  
\$.40 Tests 1-9; \$1.76 Consumer Guides

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TYPE OF MATERIAL:

Textbook. Workbooks, pamphlets, and tests are available separately.

BRIEF DESCRIPTION OF MATERIAL:

The materials describe the economics problems of the consumer-citizen and gives students an understanding of how our economic system operates and how it effects one's everyday life. A variety of practical activities are found at the end of each chapter.

READABILITY GRADE LEVEL:

Fry. Ninth.

OVERALL RATING:

UNACCEPTABLE 33/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Evaluators agreed that the materials were sufficiently free of bias to justify their use in the classroom.

ACCURACY: 12/15

Materials were sufficiently realistic, correct, and up-to-date. Content was relatively clear and complete, but quite technical.

APPROPRIATENESS: 8/15

The language was considered too technical for the target population of high school students. Content was relevant to the subject matter area, but was too advanced for many students. Passages were too long and presented too many facts for the student to absorb.

VERBAL AND VISUAL FLUENCY: 6/15

Evaluators felt that the uncolorful illustrations and difficult subject matter would make the materials unappealing to the learner. Material was poorly organized and not sequential. Format of text could be improved by starting with simple concepts, then leading to more complex ideas. Basic material and terms should have been introduced in the beginning unit. Graphs and charts could have been simplified. Long chapters and the impersonal means of presenting the material would probably make the text dull and boring for students.

USEFULNESS AND VERSATILITY: 6/15

Because the materials are not adapted to the high school students' level of comprehension, the teacher must take time to explain the material in detail, thus using time which could be devoted to the study of more realistic problems. Material would be most useful with highly-motivated, advanced high school students, with college students, or with adult education classes. Reviewers felt that the cost and packaging of the material was not consistent with the degree of usability.

TITLE

CLERICAL TECHNIQUES FOR A BUSINESS  
CAREER

A. Jack Kastenbaum

B  
O  
E

PUBLISHER

Allyn and Bacon, Inc.  
470 Atlantic Avenue  
Boston, Massachusetts  
02210

YEAR PUBLISHED 1975

COST \$ 5.91

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TYPE OF MATERIAL:

Textbook of 311 pages.

BRIEF DESCRIPTION OF MATERIAL:

Textbook of clerical techniques.

READABILITY GRADE LEVEL:

Fry. Tenth.

OVERALL RATING:

USEFUL 45/60

SUMMARY OF RATINGS:

BIAS: Acceptable

All three teachers who reviewed this material felt that it was sufficiently free of bias to justify its use in the classroom.

ACCURACY: 11/15

Teachers felt that the text was relatively objective, accurate, clear and complete. It was considered very up-to-date.

APPROPRIATENESS: 12/15

Language was not considered very appropriate to the target population. However, the content was appropriate and was relevant to the total subject matter area.

VERBAL AND VISUAL FLUENCY: 12/15

Evaluators considered the material to be attractive, simple, and effective in design. Ideas were developed adequately in a logical manner and the material was interesting.

USEFULNESS AND VERSATILITY: 10/15

Reviewers felt that the material was somewhat appropriate to the target group with varying levels of maturity, economic backgrounds and learning styles. Text could be used in office practice, or general business courses. It would also be useful in an exploratory junior high school class or in a mini-course. Teachers thought the material could be adapted to more than one classroom format. The cost and packaging of the material was relatively consistent with the degree of usability.



TITLE

BEAT THE MARKET

Arthur R. Olsen

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1973

COST \$ 45.00

TYPE OF MATERIAL:

Games simulating economic price determination.

BRIEF DESCRIPTION OF MATERIAL:

Set of five games and instruction manual on economic price determination stimulates student interest and builds economic understanding. Series of games includes:

- Game 1: Limited Market
- Game 2: Limited, Competitive Market
- Game 3: Competitive Exchange Market
- Game 4: Competition or Subsidy?
- Game 5: Competition or Control?

As many as 42 players may participate in this game.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

UNACCEPTABLE 21/60

SUMMARY OF RATINGS:

BIAS: Acceptable

All five teachers felt that the material was sufficiently free of bias to justify its use in the classroom.

ACCURACY: 7/15

Teachers felt the objectives in the games were unrealistic for high school students. Content was relatively current in information and ideas, but the content was not clear. Instructions were considered difficult, lengthy and confusing.

APPROPRIATENESS: 5/15

Language was too difficult for high school students and there were no visuals. Content was considered inappropriate for the target group and the content emphasized an unimportant aspect of the subject.

VERBAL AND VISUAL FLUENCY: 4/15

Teachers considered the design to be cluttered and unattractive. Instructions were too long, involved and wordy. The games were generally not considered interesting or stimulating.

USEFULNESS AND VERSATILITY: 5/15

Difficulty of instructions limits the use of the material to students who have a long attention span and an understanding of the vocabulary used to play the game. Teachers considered the material unsuitable for high school students. Material would not be suitable for use in a variety of classroom situations. Games were packaged very poorly.

ADDITIONAL COMMENTS:

One teacher reported that the material was tried with a twelfth grade consumer economics class. Students were turned off by the games. When the games were tried again, the students became bored and could see no value in them. Teacher found instructions lengthy and difficult to remember.

TITLE

GENERAL BUSINESS FOR EVERYDAY LIVING -  
4th EDITION

R.G. Price, V.A. Musslema, Hall, J. Curtis

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1972

COST \$ 8.48

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TYPE OF MATERIAL:

Textbook of 672 pages.

BRIEF DESCRIPTION OF MATERIAL:

Text is part of a set of materials including tests, student activity guide, transparencies, filmstrips, and cassettes. Text covers a wide range of areas in business.

READABILITY GRADE LEVEL:

Fry. Ninth. Very short sentences, but long words.

OVERALL RATING:

USEFUL 40/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Three of the four teachers who reviewed the material agreed that it was sufficiently free of bias to justify its use in the classroom. The fourth reviewer felt it was biased, but did not state the reason.

ACCURACY: 12/15

The text was considered relatively up-to-date and correct. It lacked information on careers, the tasks involved in various business jobs, and the necessary training.

APPROPRIATENESS: 8/15

Evaluators felt the material was somewhat relevant, but much too complex for ninth grade students. It would be better if it emphasized business entry jobs, related tasks and careers to help students make choices.

VERBAL AND VISUAL FLUENCY: 8/15

Headings gave the students information as to the content of each section and made the text easier to follow. However, more effective colors would enhance the visual fluency. Because of the excessive amount of material presented, the target group would probably find the book to be dull and uninspiring.

USEFULNESS AND VERSATILITY: 12/15

Because the text covered many areas, it would be most useful as a supplemental text or reference book. It could be adapted to various situations. Text was not oriented for the intended target group of ninth graders. The cost was considered reasonable.

ADDITIONAL COMMENTS:

Two of the evaluators felt that the rating "useful" did not accurately reflect their general assessment of the material, because it would not be particularly useful for the intended target group.



TITLE

EXPLORING CLERICAL CAREERS

Robert A. Ristou

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1974

COST \$ 2.97

TYPE OF MATERIAL:

Soft-cover text/workbook of 148 pages.

BRIEF DESCRIPTION OF MATERIAL:

Text introduces the student to the world of clerical careers. It is not meant to be used as a full year course but rather as an exploratory course utilizing student activities as its basic learning tool. The workbook projects are easy to follow as they refer back to the corresponding chapters on the text. It utilizes interesting caricatures to lead students through the text.

READABILITY GRADE LEVEL:

Fry. High Tenth.

OVERALL RATING:

EXCELLENT 51/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 14/15

Evaluators felt that the career information was accurate and up-to-date. The content and student project activities were clear and easy to understand.

APPROPRIATENESS: 13/15

Material was easy to read and provided a basic exploratory course appropriate for ninth or tenth grade Business Education. It was not intended to be challenging.

VERBAL AND VISUAL FLUENCY: 13/15

Reviewers agreed that the book was very attractive with numerous illustrations and examples which explained the procedures involved in Business Education. Extensive use of color made it appealing. Although one teacher felt the material was boring, the others thought it was relatively interesting.

USEFULNESS AND VERSATILITY: 11/15

Material would be useful for classroom or independent career exploration with junior or senior high school students. It could be adapted to students with varied interests and could be used in General Business, Office Practice, Consumer Economics and Adult Education classes. The book could be reused if students used separate sheets of paper rather than writing in the book.

ADDITIONAL COMMENTS:

The material does make use of outside resource materials to complete the topics.

TITLE

APPLIED BUSINESS MATHEMATICS-TENTH EDITION

Fairbank, Shultheis, Piper

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1975

COST \$ 7.68

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TYPE OF MATERIAL:

Textbook of 598 pages.

BRIEF DESCRIPTION OF MATERIAL:

Text offers functional presentation of mathematic fundamentals. Additionally, there are two sections on the metric system and sections on "Shopping Wisely" and "Office Costs". A workbook of problems and drills is also available (for \$2.88), as well as a teacher's edition of the textbook, a teacher's edition of the workbook, and a book of solutions.

READABILITY GRADE LEVEL:

Not Applicable. No reading passages.

OVERALL RATING:

EXCELLENT 57/60

SUMMARY OF RATINGS:

BIAS: Acceptable

It was noted that there was some sex-role stereotyping. For example, it was the man who gave his wife money for shopping. Also, men's names were used more frequently than women's in problems.

ACCURACY: 15/15

The text was considered realistic, timely and complete.

APPROPRIATENESS: 14/15

The reviewers agreed that the language was fluent and easy to understand. The content was important to the subject matter and was challenging, but not beyond the ability of the target population.

VERBAL AND VISUAL FLUENCY: 14/15

The text was attractive and the print was easy on the eyes. The pages were uncluttered and new topics and exercises were clearly pointed out through the use of different print sizes and colors. For instance, tables, examples, and solutions were printed in orange. Content was organized in a logical manner and was considered interesting for the student.

USEFULNESS AND VERSATILITY: 14/15

All five reviewers agreed that the text could be used with learners having varying needs. The cumulative learning set-up of the text was considered good, however, material could not be taken out of context at random. Teachers thought the book was easy to handle and store and was reasonably priced, but it was noted that the cover was light in color and might soil easily.



TITLE

MATH FOR BUSINESS CAREERS

Huffman, Twiss, Williams

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1975

COST \$ 6.62

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TYPE OF MATERIAL:

Hard-cover textbook of 489 pages.

BRIEF DESCRIPTION OF MATERIAL:

Text is appropriate for students needing basic arithmetic instruction. The book covers a wide variety of math applications to various businesses.

READABILITY GRADE LEVEL:

Fry. Seventh to Ninth.

OVERALL RATING:

EXCELLENT 55/60

SUMMARY OF RATINGS:

BIAS: Acceptable

All five evaluators felt that the text was sufficiently free of bias to justify its use in the classroom.

ACCURACY: 15/15

Teachers considered the text realistic, correct, complete and up-to-date.

APPROPRIATENESS: 14/15

The material was appropriate for the target population of Non-Regents Business Arithmetic students. It was not too complex and was important to the subject matter area.

VERBAL AND VISUAL FLUENCY: 14/15

Evaluators agreed that the text was attractive and interesting and the illustrations were practical. The cartoons were amusing and promoted student interest. Content was easy to follow and well outlined. The explanations were followed by sufficient practical application problems and the review section was excellent. Teachers noted that due to the color, the printing was not satisfactory.

USEFULNESS AND VERSATILITY: 12/15

The material was considered excellent, but adaptable primarily to lower-ability students in a traditional classroom situation. It could be used in General Business and Office and Clerical Practice courses. The text was expensive but durably packaged.

TITLE

EXPLORATORY BUSINESS

Dane, Patrick, Grubbs

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey 08520

YEAR PUBLISHED 1971

COST \$ 2.97

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TYPE OF MATERIAL:

Soft-covered text/workbook of 192 pages.

BRIEF DESCRIPTION OF MATERIAL:

Text/workbook is designed for a one semester course. It covers five areas of Business Education: Distributive Education, Clerical, Accounting, Data Processing, and Stenographic. Workbook used to simulate on the job experience in the wide range of career opportunities in the field of business. Text/workbook also will act as a stepping stone to other business courses.

READABILITY GRADE LEVEL:

Fry. Average Eleventh. Varies from Eighth to College level. One passage had very few sentences so it affected the level.

OVERALL RATING:

USEFUL 45/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The five evaluators agreed that the material was sufficiently free of bias to justify its use in the classroom.

ACCURACY: 12/15

Material was accurate and sufficiently current. It was not intended to include in-depth coverage, but did provide an overview of a variety of subject areas in business education and an exploratory experience to determine interests and aptitudes.

APPROPRIATENESS: 12/15

Teachers felt the book was easy to understand, but not challenging. Content was considered relevant.

VERBAL AND VISUAL FLUENCY: 10/15

The presentation was considered dull and uninspiring. There was a noticeable lack of color and of attractive illustrations.

USEFULNESS AND VERSATILITY: 11/15

Material would be most useful in a traditional, junior high or ninth grade classroom, but could be used in adult education for career exploration. The text/workbook could be used as supplementary work for general business classes or as a separate class in exploratory business. Until recently, it had been the only good text/workbook available for exploratory business covering Gregg Shorthand, Accounting, and Clerical occupations.



TITLE

A CAREER IN THE MODERN OFFICE SERIES  
(Set of 4)

Phyllis Morrison in consultation with  
Hertzfiel1, Perry, Felter-Reynolds

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1969

COST \$ 8.40

TYPE OF MATERIAL:

Set of four paperback pamphlets combined as a text/workbook - student manual with 134 pages per book.

BRIEF DESCRIPTION OF MATERIAL:

Text/workbook presents possibilities for full and part-time employment and provides information on preparing for job interviews as well as job descriptions. Used mainly for disadvantaged students. Pamphlets are also available individually.

READABILITY GRADE LEVEL:

Fry. Average Seventh. Three samples were similar to the average seventh; one was at the twelfth level.

OVERALL RATING:

EXCELLENT 49/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The five evaluators agreed that there was a very good balance of age, sex and minority groupings.

ACCURACY: 13/15

Content was clear, complete, and elementary. It supplied accurate information of a technical nature. However, the 1969 publishing date made it somewhat outdated in certain areas.

APPROPRIATENESS: 13/15

Reviewers felt the material was very well written for the target population of disadvantaged students with a low reading level and slow learners. The content was relevant to the subject matter and supplied excellent coverage of all aspects of entry level office employment requirements.

VERBAL AND VISUAL FLUENCY: 14/15

The material was extremely simple and well outlined. It led the student through office procedures in an easy way. Illustrations were good and were attractively interspersed. Occasionally the print was very small in the examples and too much information was presented on some pages.

USEFULNESS AND VERSATILITY: 9/15

The material was considered useful and appealing to the target population of disadvantaged students, but would be limited to use only with such pupils. It would be appropriate for general discussion or for independent reading. Because the paperback workbook/textbook is expensive and is consumed in use, it represents a high per-pupil outlay yearly.

TITLE

BUSINESS ENGLISH AND COMMUNICATION - 3rd  
EDITION

Stewart, Lanham, Zimmer

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1967

COST \$ 7.64 Text; \$4.50 Teacher's  
Manual

TYPE OF MATERIAL:

Textbook of 576 pages.

BRIEF DESCRIPTION OF MATERIAL:

Basic textbook for communication for Business Education course. Deals with English, Letter Writing, Public Speaking and Typing.

READABILITY GRADE LEVEL:

Fry. Eleventh and Twelfth.

OVERALL RATING:

USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Acceptable

It was noted that there was some sex-role stereotyping. The text portrays secretaries as female and employers as male.

ACCURACY: 11/15

The material was considered accurate and complete, but out-of-date. A newer edition is in print but unfortunately was not available for evaluation.

APPROPRIATENESS: 12/15

Evaluators felt that the book was geared to high-ability students because the vocabulary was difficult in some areas. However, the word study and word pronunciation drills were very helpful. The content was somewhat challenging and was relevant to the total subject matter.

VERBAL AND VISUAL FLUENCY: 11/15

Although the organization of the material was easy to follow, the format was not particularly exciting. Because of the redundancy of the subject matter covered, the text tended to be boring. There was a noticeable lack of illustrations.

USEFULNESS AND VERSATILITY: 12/15

Teachers felt that the book could be useful only in classes composed of upper-level eleventh and twelfth grade students. It would be too difficult for slow-learners or for tenth grade classes. The material would be adaptable to classes in English, Letter Writing, Transcription, Clerical Practice, and Typing.



TITLE

BUSINESS MATHEMATICS - 8th EDITION

Rosenberg, Lewis, Poe

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1975

COST \$ 7.96 Text

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TYPE OF MATERIAL:

Textbook of 576 pages.

BRIEF DESCRIPTION OF MATERIAL:

Text deals with business mathematics which would be used in both practical business and personal situations.

READABILITY GRADE LEVEL:

Fry. High Tenth.

OVERALL RATING:

USEFUL 43/60

SUMMARY OF RATINGS:

BIAS: Acceptable

All five reviewers agreed that the material was sufficiently free of bias to justify its use in the classroom.

ACCURACY: 13/15

The content was considered accurate and up-to-date. However, the instructions and solutions were written in a complex, wordy and unclear manner which discouraged students.

APPROPRIATENESS: 11/15

Evaluators felt that the material was not easy to understand. The content was relevant to the total subject matter area, but it was not totally appropriate to the target population.

VERBAL AND VISUAL FLUENCY: 9/15

Teachers agreed that the format was poor. The pages were cluttered and there was too much reading material in each paragraph. The terms were italicized, but would have been more readily seen if they were in a contrasting color or in bold face print. The examples and solutions were printed in blue, but the solutions would have been easier to follow if they had been in mathematical rather than paragraph form. Excessive space was devoted to basic arithmetic and not enough review problems were provided.

USEFULNESS AND VERSATILITY: 10/15

The text would be suitable only for higher-ability students because of the large amount of paragraph reading involved, but not because of the content. The cost was relatively reasonable, but the cover would soil easily because of its light color.

TITLE

CONSUMER MATHEMATICS - 2nd EDITION

Francis G. Lankford and W. E. Coe

B  
O  
E

PUBLISHER

Harcourt Brace Jovanovich  
Guidance Associates  
Pleasantville, New York  
10570

YEAR PUBLISHED 1974

COST \$ 6.90

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TYPE OF MATERIAL:

Textbook of 480 pages.

BRIEF DESCRIPTION OF MATERIAL:

Math textbook dealing with problems encountered by adults such as insurance, banking, taxes, purchasing food, clothing, and housing.

READABILITY GRADE LEVEL:

Dale-Chall. Seventh.

OVERALL RATING:

EXCELLENT 53/60

SUMMARY OF RATINGS:

BIAS: Acceptable

All four teachers who reviewed this textbook felt that it was sufficiently free of bias to justify its use in the classroom.

ACCURACY: 14/15

Content was considered objective and accurate. Business forms such as credit cards, withholding statements, and legal forms were very good. Material was up-to-date, but inflation will alter many budgeted percentages. Content was very clear and complete.

APPROPRIATENESS: 13/15

Language was geared to students in grades 10 through 12; it would be too difficult for slow learners. Content was relatively appropriate for the target population and was very relevant to the total subject matter area.

VERBAL AND VISUAL FLUENCY: 12/15

Teachers felt that the format of the book was good. Print type was easy to read, illustrations were very appropriate, and problems stood out. Text seemed to have a lot of reading for a math book. Math and information were combined in such a way as to first carry students through the explanation in specific situations and to then apply the math to interpret the situations. The easy to follow steps made problem solving easier. There was a short appendix of arithmetic. Material was considered relatively interesting.

USEFULNESS AND VERSATILITY: 14/15

Text could be used with average or above-average students in grades ten through twelve. It would be useful as a basic text for math or as a supplemental text for general business, business math, record keeping, consumer economics, or business law. Evaluators agreed that the cost and packaging of the material was consistent with the degree of usability.



TITLE

THE CONSUMER IN THE MARKETPLACE

Levy, Feldman, Sasserath

B  
O  
E

PUBLISHER

Pitman/Laidlaw Brothers  
Division of Doubleday  
River Forest, Illinois

YEAR PUBLISHED 1970

COST \$ 4.66

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TYPE OF MATERIAL:

Hard cover textbook of 459 pages.

BRIEF DESCRIPTION OF MATERIAL:

Text covering material appropriate in consumer economics or business classes.

READABILITY GRADE LEVEL:

Fry. Average Eighth.

OVERALL RATING:

USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Acceptable

One of the five teachers who reviewed this book felt that there was some stereotyping of male/female roles.

ACCURACY: 12/15

The book was considered accurate and complete, though some of the content and illustrations were out-of-date. It was considered sufficiently detailed.

APPROPRIATENESS: 11/15

Evaluators agreed that the material was appropriate. Though it was generally easy to understand, one teacher felt that the target population might have trouble reading the material.

VERBAL AND VISUAL FLUENCY: 10/15

The book was considered interesting for the student contemplating a career in business and for personal use and information. Although the book covered the necessary topics adequately, most of the teachers felt the book could be more attractive. The few illustrations contained in the book were uninteresting and unattractive. Reviewers also felt that the print was too small.

USEFULNESS AND VERSATILITY: 11/15

Reviewers rated the text as suitable for a traditional classroom of average and above-average tenth and eleventh grade students. It could be useful in general business, home economics, or math.

ADDITIONAL COMMENTS:

Four of the reviewers believed the rating "useful" accurately reflected their general assessment of the material. The text was not outstanding though it was useful for basic information. The fifth reviewer noted that as she has not taught consumer education, she could not determine whether her rating of "useful" gave an accurate reflection of the book.

TITLE

UNITS 1094 and 1096-OLIVETTI UNDERWOOD  
DIVISION 24  
PRINTING CALCULATOR MEMORY FUNCTIONS

A Dart Instructional Unit

B  
O  
E

PUBLISHER

Cardinal Associates, Inc.  
Charlotte,  
North Carolina  
28262

YEAR PUBLISHED 1973

COST \$ 70.00 per Cartridge

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TYPE OF MATERIAL:

Sight and sound cartridges.

BRIEF DESCRIPTION OF MATERIAL:

Two cartridges containing description, and picture presentation on operation of Olivetti Divisumma Printing Calculator, were evaluated. Material is designed for individual instruction on this particular business machine. The available units include:

- #1093 Transition to the Printing Calculator
- #1094 The Printing Calculator: Memory Functions
- #1095 The Printing Calculator: Multiplication
- #1096 The Printing Calculator: Division

The Series also includes several units on adding machines. An average student can be expected to complete the 25 units in the adding machine and calculator series in approximately 13 hours.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 51/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 15/15

Evaluators felt that the content on the viewer and audio tape was accurate and up-to-date. Explanation of operation of the machine and other directions were clear and complete.

APPROPRIATENESS: 13/15

The material was appropriate for target population. Content was relevant to total subject matter area. Language was simple, but detailed.

VERBAL AND VISUAL FLUENCY: 13/15

Units were effective in design and were presented in an audiovisual format which allowed students to complete each unit at their own pace. Units had programmed stops to allow unrestricted response time and hand-on activities. There were periodic short quizzes throughout each unit. Material was relatively interesting but the detail of the language might bore some student viewers.

USEFULNESS AND VERSATILITY: 10/15

Every training station must be supplied with a teaching projector, as well as the Cardinal Adding Machine and/or Calculator programs most appropriate to the available carryout equipment. Units would be good as a supplementary aid. Viewer must be placed close to machine and should be in a location that would not require that the machine be moved. Would be very good for remedial work or independent study, but students would have to learn how to operate the viewing machine. Equipment is very expensive and is good only for a Divisumma Calculator, which is no longer manufactured but may still be in use.



TITLE

BUSINESS LAW - 4th EDITION

George Getz

B  
O  
E

PUBLISHER

Educational Book Division  
Prentice Hall, Inc.  
Englewood Cliffs, New Jersey  
07632

YEAR PUBLISHED 1972

COST \$ 7.20 Text; \$2.55 Workbook;

\$2.85 Teacher's Manual

TYPE OF MATERIAL:

Cloth textbook, paper workbook, teacher's manual and key, key to workbook, achievement tests, and key to achievement tests.

BRIEF DESCRIPTION OF MATERIAL:

Material emphasizes common economic and consumer problems and their relation to business law. Cases are provided for study of legal principles and precedents involved. Material provides coverage of changes in legislation and legal and consumer trends.

READABILITY GRADE LEVEL:

Fry. College. (Sentences are exceptionally long and vocabulary is technical).

OVERALL RATING:

USEFUL 45/60

SUMMARY OF RATINGS:

BIAS: Acceptable

All five teachers who reviewed the material felt that it was sufficiently free of bias to justify its use in the classroom.

ACCURACY: 10/15

Material was considered relatively timely, objective, and accurate. Some important information was omitted so text must be supplemented by teacher or by other materials.

APPROPRIATENESS: 12/15

Language was as simple as could be expected for the study of law. It would be appropriate for students of average or above-average reading level, but would be too difficult for slow learners. Content was appropriate for eleventh and twelfth grade students. The content was relatively important and necessary to the subject matter area.

VERBAL AND VISUAL FLUENCY: 12/15

Teachers agreed that the material was attractive, effective in design and stimulating. Organization of the material was easy to follow and units and sections were nicely divided. Drills and problems were good.

USEFULNESS AND VERSATILITY: 11/15

Material was considered good for average or above-average students, but not for slow learners. It could be adapted to various classroom formats and would be useful in consumer education, sales management, or adult education courses. Some sort of supplement would be extremely helpful, especially a supplement pointing out the specific laws in the particular state. Price and packaging of the material was consistent with the degree of usability.

TITLE

TEENAGERS AND THE LAW

John Paul Hanna

B  
O  
E

PUBLISHER

Ginn and Company  
191 Spring Street  
Lexington, Massachusetts  
02173

YEAR PUBLISHED 1969

COST \$ 2.15

TYPE OF MATERIAL:

Paperback reference book of 143 pages.

BRIEF DESCRIPTION OF MATERIAL:

Book could be used as a supplementary material in Regents Business Law, Personal Business Law, Consumer Education, Home Economics, Sociology and General Business. It makes good general reading.

READABILITY GRADE LEVEL:

Fry. High Seventh. (Readability varies from Seventh through Ninth).

OVERALL RATING:

EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable

All five teachers who reviewed this material felt that it was sufficiently free of bias. One teacher noted that not all groups were represented.

ACCURACY: 12/15

Evaluators felt that the book supplied objective and accurate law information for teenagers. The 1969 publishing date limited the currentness of information concerning drug laws and the right to a hearing before school suspension. The book was sufficiently detailed to prevent misinterpretation.

APPROPRIATENESS: 12/15

Language was fluent and easy to understand. However, one teacher noted that it was somewhat stilted at times. The content was not considered particularly challenging to the target population, but it was considered relevant to the total subject matter area.

VERBAL AND VISUAL FLUENCY: 13/15

Teachers agreed that the book did not have a particularly attractive format and it lacked illustrations. The organization of the material was easy to follow. Evaluators felt that the material had strong appeal for the target population and that the author seemed to understand the questions which students would ask.

USEFULNESS AND VERSATILITY: 13/15

Evaluators agreed that the book could be used with students having varying needs, but it might not appeal to the average students or low achievers. It could be used in various courses and in a variety of classroom formats. The paperback book was easy to handle and was available at a cost commensurate with value.



TITLE

BUSINESS LAW/30

Rosenberg, Bonniece

B  
O  
E

PUBLISHER

Mc-Graw Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1971

COST \$ 2.97

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TYPE OF MATERIAL:

Paperback textbook-workbook of 236 pages.

BRIEF DESCRIPTION OF MATERIAL:

Text-workbook designed for personal use, law application or mini unit. The book purports to provide the legal terminology, concepts and practices necessary to satisfy the special legal educational needs of office workers. Book includes a separate workbook section in the back that correlates with the text.

READABILITY GRADE LEVEL:

Fry. Mid-Eleventh.

OVERALL RATING:

UNACCEPTABLE 31/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 10/15

Although the text was considered to be as up-to-date as could be expected for 1971, some information (such as wages and minor's ages) was out-dated. However, the information was generally factual and current. Explanations were brief and not always complete.

APPROPRIATENESS: 7/15

Although the language was fluent, the vocabulary was difficult for a target population composed of future office workers. Content is not challenging and does not encourage further investigation.

VERBAL AND VISUAL FLUENCY: 7/15

The reviewers agreed that the material was presented in a most unattractive and unappealing manner. Print was too small and explanations were not easy to follow. Because too many ideas were presented, but none were covered in detail, the textbook-workbook lacked reading appeal. Cases could be much more interesting and complete. There was a noticeable lack of illustrations.

USEFULNESS AND VERSATILITY: 7/15

Suitable only for highly-motivated students with high reading ability. It could be useful as supplementary material or as a text for a college-bound mini-course. The book is consumable in use and is poorly constructed so that it might not hold up in some classes.

ADDITIONAL COMMENTS:

Reviewers emphasized that for today's students, the book is totally lacking in appeal and redeeming features. The purported objective was to fulfill legal information needs of office workers, but the book did not consider many of the needs and potential limitations of its target population.

TITLE

UNDERSTANDING BUSINESS LAW - 5th EDITION

Rosenberg, Whitcraft

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1973

COST \$ 7.48; Teacher's manual \$4.95

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TYPE OF MATERIAL:

Textbook of 512 pages.

BRIEF DESCRIPTION OF MATERIAL:

Standard law textbook which is latest book of its type and takes into account the constant changes in law.

READABILITY GRADE LEVEL:

Fry. High Tenth. Level varies depending on what sections of book are graded.

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable

It was noted that there was some sex-role stereotyping, especially in the illustrations.

ACCURACY: 13/15

The four reviewers agreed that the text was realistic, clear and complete. Some of the material was slightly outdated, but that was understandable due to the constant changes in the law.

APPROPRIATENESS: 13/15

Teachers agreed that the language was appropriate to the target population of average or above-average high school students, though it might be too difficult for some high school students. There was a law dictionary of 500 items in the back of the book. Content was appropriate to the target population, and was relevant to the total subject matter area.

VERBAL AND VISUAL FLUENCY: 14/15

The text was attractive and interesting for students. Illustrations, cartoons and colors were good. Topics were short and frequent marginal notations were made. Cases employed the ideas and principles covered, thus stimulating thinking and discussion.

USEFULNESS AND VERSATILITY: 12/15

The text was considered suitable for tenth, eleventh, and twelfth graders of average or above-average abilities. Material could be used with class as a whole or with small groups of students. Supplementary material might be helpful to up-date certain topics. Book was priced reasonably, and was easy to handle and store.



TITLE

APPLIED BUSINESS LAW - 10th EDITION

Fisk, Mietus, Snapp

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1972

COST \$ 7.72 Textbook; \$2.40 Workbook

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TYPE OF MATERIAL:

Workbook, textbook and tests. Transparencies are also available.

BRIEF DESCRIPTION OF MATERIAL:

Material presents personal, social, consumer, and business law. This edition reflects suggested improvements resulting from a questionnaire answered by 4,000 high school business law teachers. Material recognizes the influence of the Uniform Commercial Code and emphasizes preventive law.

READABILITY GRADE LEVEL:

Fry. Twelfth.

OVERALL RATING:

USEFUL 40/60

SUMMARY OF RATINGS:

BIAS: Questionable

Three of the five teachers who reviewed this material felt that there was some racial bias. Illustrations do not include races other than whites.

ACCURACY: 12/15

Reviewers considered the material to be relatively objective, accurate, and current. Content was complete but sentences are rather wordy.

APPROPRIATENESS: 10/15

The language was geared to the average or above average student. Slow learners or students with reading problems would find the lengthy sentences and long sections difficult to comprehend. Legal principles and proper names used in review case problems could be simplified. Content tends to be redundant. Content was important and necessary to the subject matter area.

VERBAL AND VISUAL FLUENCY: 9/15

Teachers felt that illustrations were vague, leaving a great deal to the imagination. More color, as well as more illustrations could be used. Visual layout of book gave crowded appearance. More review problems would have been helpful. The organization of the material was considered fair.

USEFULNESS AND VERSATILITY: 9/15

The material makes no provisions for the slow learner and provides no challenge for the faster students. Because it would be difficult for a student to use without the teacher's explanations, it would be useful only in a traditional classroom or on a one-to-one (teacher to student) basis. A beginning inexperienced teacher might have difficulty using the book. It would be good for use with adults, college students, Regents students or above-average students at high school level. Cost and packaging of the material could be more consistent with the degree of usability.

TITLE

EXPLORING DATA PROCESSING CAREERS

Harry W. Baggett

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1975

COST \$ 2.97

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TYPE OF MATERIAL:

Soft-covered text/workbook of 152 pages.

BRIEF DESCRIPTION OF MATERIAL:

Introduces student to potential careers in data processing. There are attractive and interesting student activities in the book to help the student decide if his interests and aptitudes lie in this career field.

READABILITY GRADE LEVEL:

Fry. Sixth.

OVERALL RATING:

EXCELLENT 55/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 15/15

The teachers felt the material was very good as an informational text on career job orientation. It was accurate and current, yet simple in its language and content.

APPROPRIATENESS: 13/15

The material was appropriate for beginning students interested in data processing careers. Information was presented in an understandable and realistic manner.

VERBAL AND VISUAL FLUENCY: 14/15

Step-by-step procedure guidelines were very easy to follow. The attractive layout and numerous illustrations would be especially appealing to ninth or tenth grade students.

USEFULNESS AND VERSATILITY: 13/15

It was felt that students would be able to follow the text on an individual basis. It could be used as a unit in another subject such as General Business or Career Exploration or as a supplemental text in Data Processing. Though the material was rather expensive, it could be reused, if the students answered the workbook section on separate paper.

ADDITIONAL COMMENTS:

This item presented sufficient vocabulary, career information and technical knowledge for students to determine where their aptitudes and interests may lie in the data processing field.



TITLE

FUNDAMENTALS OF DATA PROCESSING

Wancus, Wanous, Wagner

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1971

COST \$ 4.98

TYPE OF MATERIAL:

Textbook of 399 pages.

BRIEF DESCRIPTION OF MATERIAL:

An excellent textbook for an introductory course in data processing. It adequately covers the form in which data must be prepared for the computer and explains the different kind of instructions that can be done by the computer. It can be used effectively without equipment, but should be used with the practice set.

READABILITY GRADE LEVEL:

Fry. College. Varies from Eighth through College level.

OVERALL RATING:

USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 12/15

Although the book is accurate, it was not totally up-to-date. Because of frequent technological changes, it lacked illustrations of most current equipment. Computer language needed up-dating to include more current language used in business.

APPROPRIATENESS: 12/15

The text was appropriate for average or above-average students interested in data processing. The information was explained well, but the technical language made comprehension challenging.

VERBAL AND VISUAL FLUENCY: 12/15

Printing was small, making reading of the technical material rather difficult. Colors used in the book were not attractive.

USEFULNESS AND VERSATILITY: 11/15

Limited versatility because of high reading level, but good for adult education. Text could be used without equipment but it would be more effective with the equipment. The practice set is essential if equipment is not available.

TITLE

DATA PROCESSING APPLICATION

Wanous, Wanous, Wagner

BOE

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1971

COST \$ 3.51

TYPE OF MATERIAL:

Laboratory kit composed of a workbook, study guide, and five sets of punch cards.

BRIEF DESCRIPTION OF MATERIAL:

The laboratory kit is correlated with "Fundamentals of Data Processing" text. Materials are furnished to teach students flow charting for manual, unit record and electronic data processing. Programming concepts are presented for machine language and Cobal.

READABILITY GRADE LEVEL:

Fry. Ninth. Varies from Seventh through College.

OVERALL RATING:

EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable

All of the reviewers felt the material was sufficiently free of bias to justify its use in the classroom.

ACCURACY: 14/15

The material was rated accurate and timely for students who are interested in data processing. It supplied practical and easy to follow instructions.

APPROPRIATENESS: 13/15

The material was considered appropriate for average or above-average students interested in data processing, especially those students who do not have access to computers. The study guides and projects were designed to test students' understanding of the text after some of the material has been covered in class.

VERBAL AND VISUAL FLUENCY: 13/15

Considering the technical nature of the material, the presentation was logical and effective. Important words and ideas were explained well.

USEFULNESS AND VERSATILITY: 10/15

The reviewers felt that the kit was necessary for instruction, so that it would be ineffective to use the text without the accompanying materials. The kit is quite expensive and may not be adaptable for everyone.



TITLE

UNDERSTANDING MODERN DATA PROCESSING:TEXT

B. Robichaul

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1966

COST \$ 6.57

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TYPE OF MATERIAL:

Hardcover textbook of 310 pages.

BRIEF DESCRIPTION OF MATERIAL:

Text provides an introduction to data processing, an understanding of the tools and methods used in performing data processing operations, and an understanding of the data required to operate and control business functions. Can be used without hands on equipment. Also stands independently without accompanying workbook.

READABILITY GRADE LEVEL:

Fry. College.

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable

All evaluators felt the textbook was sufficiently free of bias to justify its use in the classroom.

ACCURACY: 11/15

The basic instructional knowledge for data processing instruction was accurately and adequately covered. The basic principles of instruction were still valid even though there have been many technological changes since the book was written. Some of the illustrations were outdated.

APPROPRIATENESS: 13/15

Because of the subject area, the language became complex. While an eleventh or twelfth grade student would probably understand the material, certain groups might need additional explanation by the teacher. Appropriate and challenging for students interested in data processing.

VERBAL AND VISUAL FLUENCY: 13/15

Print was easy to read and outline form was attractive. Material was logically presented from simple to complex in an interesting, well-illustrated manner. However, one reviewer felt the book lacked color appeal.

USEFULNESS AND VERSATILITY: 11/15

The text, which is relatively inexpensive, could be used for group instruction in a traditional classroom or for individualized instruction of specific units (such as key-punching unit). It would be suitable for adult education or for high school instruction of students with average or above average reading abilities. It could be used with or without machinery or laboratory materials.

TITLE

UNDERSTANDING MODERN DATA PROCESSING:  
PROBLEMS AND EXERCISES

Beryl, Robichaud

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1966

COST \$ 2.05

TYPE OF MATERIAL:

Workbook of 138 pages.

BRIEF DESCRIPTION OF MATERIAL:

Workbook projects accompany modern data processing text. Workbook is well correlated with text and serves as a good review for student to demonstrate command of the material covered in text. The workbooks are consumable.

READABILITY GRADE LEVEL:

Fry. Twelfth.

OVERALL RATING:

EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable.

ACCURACY: 14/15

The workbook was considered realistic and up-to-date. It follows the text closely and provides an accurate sampling of all types of problems.

APPROPRIATENESS: 13/15

Workbook problems were appropriate for data processing students. Invoice forms and card materials were included for relevant lab experience. The language was easy to understand, yet the material was challenging to all types of students.

VERBAL AND VISUAL FLUENCY: 12/15

Material was well displayed. Lack of illustrations did not detract from the workbook's purpose. It provided an interesting and practical review for the beginning data processing student.

USEFULNESS AND VERSATILITY: 11/15

It was noted that a low achiever might have difficulty following the step-by-step approach to problem solving presented in the workbook. Although the workbook was not considered absolutely necessary, it would enhance instruction when used with the text.



TITLE

COMPUTERS, PEOPLE AND DATA

Merle W. Wood

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1972

COST \$ 1.56

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TYPE OF MATERIAL:

Soft-covered text/workbook of 76 pages.

BRIEF DESCRIPTION OF MATERIAL:

Non-technical presentation of data processing operations, what the computer is and does, and the flow of data. Book covers the data processing field in easy-to-read language and is useful for an independent unit or short instructional unit in general business or office practice classes.

READABILITY GRADE LEVEL:

Fry. Seventh.

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable

All five teachers who reviewed the text-workbook felt that it was sufficiently free of bias to justify its use in the classroom.

ACCURACY: 13/15

The material was considered realistic and correct in the information it presented; it focused on basic material and was not intended to cover extensive detail.

APPROPRIATENESS: 13/15

The non-technical approach of the book made it appropriate for beginning Data Processing students. The material was not considered challenging.

VERBAL AND VISUAL FLUENCY: 14/15

Simple and attractive with large, easy-to-read print. Well illustrated. The step-by-step explanations are clear, but they do not stimulate thought.

USEFULNESS AND VERSATILITY: 12/15

The material could be used for an overview of Data Processing and would be especially useful as a mini-unit in a secretarial or office practice course. Although it is geared to the beginning student, it could also be used for adult education.

TITLE

A UNIFORM EDUCATIONAL PROGRAM FOR MACHINE  
TRANSCRIPTION

B  
O  
E

PUBLISHER

State Education Department  
Bureau of Secondary Curriculum Development  
Albany, New York

YEAR PUBLISHED 1973

COST \$ Free

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TYPE OF MATERIAL:

Paperback book of teachers' dictation material of  
220 pages which includes 180 letters.

BRIEF DESCRIPTION OF MATERIAL

The 180 letters are developed according to  
specifications of length and difficulty. The important  
English essentials are also emphasized.

READABILITY GRADE LEVEL:

Not Applicable.

OVERALL RATING:

USEFUL 42/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 11/15

Although one teacher felt that the material  
was up-to-date, the others felt that the content  
in many of the letters was not up to current  
business usage. Punctuation and the mechanics  
of English were considered accurate from a  
technical standpoint. However, one teacher felt  
that there was not enough detail.

APPROPRIATENESS: 10/15

Teachers agreed that the material was easy to understand, but not challenging to the learner. Because this material is to be used by the teacher to dictate to students taking Shorthand, the teacher could select what she considered most appropriate. Some of the language was out-dated.

VERBAL AND VISUAL FLUENCY: 10/15

Because this book was intended for use by the teacher, content rather than eye appeal was stressed. Material covered progressed from simple to more complex and was well organized for teacher use. The letters were considered dull and uninteresting. One teacher noted that students would not like it because it appears to be strictly drill work.

USEFULNESS AND VERSATILITY: 11/15

In office and secretarial practice, the book could be used for individualized instruction and as a review of English covering such areas as punctuation, spelling and vocabulary. Letters could be dictated by the teacher in class or recorded into a transcribing machine. The book is cheaply constructed but it is available free of charge and may be reproduced. It would be most useful as supplementary material in Office Practice, Secretarial Practice, Shorthand II and Machine Transcription Courses.



TITLE

TYPING MAILABLE LETTERS - EDITION TWO

Liles, Brendel and Krause

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1969

COST \$ 2.46

TYPE OF MATERIAL:

Spiral-bound reference book or supplementary text of 160 pages.

BRIEF DESCRIPTION OF MATERIAL:

Book emphasizes business letters for supplementary work in business correspondence and transcription skills. Focuses on letter placement, proofreading and spelling.

READABILITY GRADE LEVEL:

Not relevant. A student does not necessarily need to be able to read it, because he may be able to type what he cannot read.

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Two of the five evaluators noted that there was some sex-role stereotyping. Because the letters were dictated by and addressed to men, reviewers felt the book needed to be "women liberated".

**ACCURACY: 13/15**

The text was considered complete and rather accurate with the letters that were very practical as applied to the business world. Although the book was considered current with its new ideas of typing structure and spelling, it did not indicate the newer post office recommendations for state abbreviations. The material was sufficiently detailed to prevent misinterpretation.

**APPROPRIATENESS: 13/15**

Reviewers felt that the book served its purpose of supplementary material in that it provided many types of secondary school students with extra work in the field of typing punctuation and sentence structure. The language was relatively fluent and easy to understand.

**VERBAL AND VISUAL FLUENCY: 12/15**

Evaluators felt that the text was unattractive and that the material was somewhat crowded because the text attempted to cover too much in the available space. However, the material was developed in a logical manner and employed all aspects of typing procedures.

**USEFULNESS AND VERSATILITY: 14/15**

Reviewers considered the book excellent supplementary material for use in classes on Shorthand and Transcription, General Clerical, Office Clerical, Consumer Education, Business English and Typing. It provided a good review in typing letters, spelling and punctuation and served as a good business vocabulary builder. The book lent itself to various classroom situations, and would be good for remedial, advanced, or forms work. Spiral-binding made the book durable and easy to handle.

TITLE

TYPING 300 - VOLUME ONE: GENERAL COURSE

Rowe, Lloyd, Winger

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1972

COST \$ 6.60

TYPE OF MATERIAL:

Textbook of 288 pages.

BRIEF DESCRIPTION OF MATERIAL:

This introductory textbook teaches good typing habits, keyboard skills and basic and personal-use production techniques. Text material is divided into 20-25 minute modules based on clearly defined performance goals.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 57/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Teachers felt that there was some sex-role stereotyping. Business letters were signed by and addressed to males. Social letters were addressed to women. Men were given titles but females were not given titles.

ACCURACY: 15/15

Teachers considered the book realistic in terms of goals, aims, and objectives. It was timely and sufficiently detailed to prevent misinterpretation.

APPROPRIATENESS: 14/15

The language was fluent and easy to understand. Content was appropriate to the target population and relevant to the total subject matter area.

VERBAL AND VISUAL FLUENCY: 14/15

Teachers felt that the text was attractive, simple, and effective in design. Colors were appealing and pages were not cluttered. Every job was illustrated. The organization of the material was easy to follow and the goals and aims were presented frequently. Material was relatively interesting and stimulating.

USEFULNESS AND VERSATILITY: 14/15

Material could be used in a variety of classroom organizational patterns with learners having varying needs. The cost and packaging of the book was consistent with the degree of usability.



TITLE

CENTURY 21 TYPEWRITING

Lessenberry, Crawford, Erickson, Beaumont,  
and Robinson

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1972

COST \$ 6.69

TYPE OF MATERIAL:

Textbook.

BRIEF DESCRIPTION OF MATERIAL:

A complete typing textbook in which various typing skills are presented: machine manipulation, learning the keyboard, basic typewriting operations and special applications. Other related lab materials, tests, a typing manual, transparencies and cassettes may be purchased separately.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

QUESTIONABLE 36/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 11/15

Text was considered sufficiently realistic, correct and current. The directions were not concise and clear because they were shown in paragraph form rather than numbered.

APPROPRIATENESS: 9/15

Language and visuals were considered adequate for the target population, but the content was not too appropriate. There was not a sufficient number of practice problems after the introduction of a topic. The relevance of the content to the total subject matter was not outstanding.

VERBAL AND VISUAL FLUENCY: 6/15

Evaluators felt that the print was too small and that the beginning exercises should have been typed, not printed. The organization of the material was hard to follow because the content was not in correct order. Too many ideas were introduced at once on the given topics, and examples should have followed the introduction of new topics.

USEFULNESS AND VERSATILITY: 10/15

Although the book would not be appropriate for the average beginning business group, it would be good for high-ability students after the material had been introduced by the teacher. Would be most useful in Typing II or Advanced Office Practice. The text was reasonably priced.

TITLE

APPLIED SECRETARIAL PROCEDURES-7th EDITION

Fries, Rowe, Travis, Blockhus

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1974

COST \$ 7.84 Textbook; \$3.24 Workbook;

\$ 2.75 Teacher's Manual

TYPE OF MATERIAL:

Textbook of 544 pages.

BRIEF DESCRIPTION OF MATERIAL:

Standard high school textbook for advanced secretarial students.

READABILITY GRADE LEVEL:

Fry. Eleventh.

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable

It was noted that there was some sex-role stereotyping and age discrimination. Secretaries were depicted as young and female. However, there appeared to be no racial bias.

ACCURACY: 14/15

Evaluators considered the book realistic, correct, and complete. The text was very up-to-date and made use of modern situations.

APPROPRIATENESS: 12/15

Language and content was considered fluent and appropriate for twelfth graders, though it would probably be too difficult for tenth and eleventh grade students. Teachers agreed that the material presented was very relevant to the total subject matter area.

VERBAL AND VISUAL FLUENCY: 13/15

The text was attractive and simple in design. The print and pictures were in purple and brown on flat, non-glaring paper which reduced eye fatigue. However, the print should have been larger and the illustrations should have been more colorful. Because of the use of short topics and the logical step-by-step explanations, the material was easy to understand. It was relatively interesting and provided good job tips.

USEFULNESS AND VERSATILITY: 13/15

The book would be very practical for twelfth grade pupils who have a background in Business English and Vocabulary, Typing, Shorthand, and Math. Some of the sentence structure and certain sections (such as Keeping Financial Records) would be too difficult especially for tenth and eleventh graders. Bonus problems at end of each chapter were good for advanced students. Reviewers agreed that the text was easy to handle and store, and was available at a cost commensurate with value.

ADDITIONAL COMMENTS:

Text could be used for General Business and Consumer Education Courses, as well as for supplementary material in Business English.



TITLE

SECRETARIAL OFFICE PROCEDURES - EIGHTH  
EDITION

Meehan, Oliverio, Pasewark

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1972

COST \$ 5.96

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TYPE OF MATERIAL:

Textbook of 656 pages.

BRIEF DESCRIPTION OF MATERIAL:

Textbook on office procedures which is geared to the student planning to work in an office upon graduation.

READABILITY GRADE LEVEL:

OVERALL RATING:

EXCELLENT 54/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Two of the four teachers who reviewed this text felt that there was some sex-role stereotyping because the pictures depicted males in superior roles.

ACCURACY: 14/15

Although the pictures were out-dated, the text was generally realistic, correct, complete and up-to-date.

APPROPRIATENESS: 14/15

Evaluators felt the material was easy to read, but was geared to above-average students. The grammar and vocabulary sections were especially useful. All topics covered in the text were considered relevant.

VERBAL AND VISUAL FLUENCY: 14/15

The text and colors used were considered attractive, but the small print might hinder reading. Nice use of color gold for headings and tables. The material was logically organized and interesting for the students.

USEFULNESS AND VERSATILITY: 12/15

Reviewers felt that the material covered in the book was most suitable for above-average students. The units would be adaptable to courses in Office Practice, Bookkeeping, or Recordkeeping. The text was durably packaged and easy to handle and the price was reasonable.

TITLE

TYPEWRITING OFFICE PRACTICE - TIP TOP  
MUSIC SERVICE, INC. - FIFTH EDITION

Philip S. Atkinson

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1973

COST \$ 3.66

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TYPE OF MATERIAL:

Laboratory kit with student manual.

BRIEF DESCRIPTION OF MATERIAL:

Forty office typing jobs are provided in this lab kit giving students experience in working on forms used in the Nashville-based music company. A student manual with complete instructions for each job, ample forms, carbon paper and folders for completed jobs are provided.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 58/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Reviewers felt the material was sufficiently free of bias to justify its use in the classroom.

ACCURACY: 15/15

Kit gave very accurate representation of clerical jobs in the music industry. Material was up-to-date and complete in content and directions. Very current language was used.

APPROPRIATENESS: 14/15

Language and visuals were considered appropriate to the target population. Content was important to the subject matter area and was challenging but not beyond the ability of the learner.

VERBAL AND VISUAL FLUENCY: 14/15

Teachers felt the material was attractive and that the forms were presented in a modern and organized manner. It provided a useful application of students' basic typing skills. The kit was considered interesting and stimulating as it would help students develop initiative and responsibility.

USEFULNESS AND VERSATILITY: 15/15

Lab kit could be used for individual instruction and independent study and as supplementary material in office practice, advanced typing and secretarial practice. Would be good for a secondary school business program as well as for adult education. Teachers thought the kit was easy to handle. Though it is consumable, it was considered well worth the cost.



TITLE

GREGG TYPING TRANSPARENCIES

Rowe, Lloyd, Winger

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey 08520

YEAR PUBLISHED 1967

COST \$ 95.00

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TYPE OF MATERIAL:

Set of transparencies.

BRIEF DESCRIPTION OF MATERIAL:

Transparencies for introducing alphabetical keyboard. They are correlated with Basic Gregg Typing texts. These can be used: A. Before, during or after any Gregg text presentation or B. As reinforcement or review of the presentation in any other typing textbook. To be used with flipatron viewer.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 58/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Evaluators felt the materials were sufficiently free of bias to justify their use in the classroom.

ACCURACY: 15/15

Transparencies were objective, accurate, clear and up-to-date.

APPROPRIATENESS: 14/15

The visual material was considered easy to understand. Content was relevant to the subject matter area and was challenging to students, but not challenging beyond the students' abilities.

VERBAL AND VISUAL FLUENCY: 14/15

Teachers felt that the transparencies were clear, simple, and attractive. They were easy to follow and forced the students to keep their eyes on the copy when typing. Material was interesting and stimulating.

USEFULNESS AND VERSATILITY: 15/15

The transparencies would be useful for typing instruction on all levels from junior high to post-secondary. It could be used with any typing text and is not tied to any one particular text. Transparencies could be used as supplemental material for initial group instruction of typing skills, for review, or for remedial work. Evaluators felt the transparencies were durably packaged, easy to handle and store, and worth the price.

TITLE

SNOW COUNTRY - TYPEWRITING PRACTICE SET

Caroline Reynolds

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1974

COST \$ 2.70

TYPE OF MATERIAL:

Laboratory kit including a student instruction manual for twenty jobs, business forms, and four folders.

BRIEF DESCRIPTION OF MATERIAL:

Set provides typewriting experience a student would receive if employed as a typist with a manufacturing firm. Student will work in three different offices of the company - in an executive office with the President of the company, in the Sales Department under Sales Manager, and in Accounting Department under Accounting Supervisor. Enough work provided for approximately twenty clock hours.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 58/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Reviewers felt that even though women were rarely mentioned by name, the material was sufficiently free of bias to justify its use in the classroom.

ACCURACY: 14/15

Evaluators considered the material to be timely, clear, and complete. The content was relatively objective and accurate.

APPROPRIATENESS: 15/15

Language was fluent and easy to understand. Content was considered relevant to the total subject matter area. It was challenging, but not beyond the ability of the learner.

VERBAL AND VISUAL FLUENCY: 15/15

The three teachers who reviewed the laboratory kit felt that it was attractive, simple, and effective in design. Ideas were developed adequately in a logical manner and there was a clear general theme. Kit contributed to the development of critical thought and creativity.

USEFULNESS AND VERSATILITY: 14/15

Reviewers felt that the material could be used with learners having varying needs and it could be used in a variety of classroom organizational patterns. Material could be used with tenth to twelfth grade students in their second year of typing or office practice or as a review aid in adult education programs. The cost and packaging of the kit was relatively consistent with the degree of usability.



TITLE

GREGG SHORTHAND TRANSPARENCIES-DIAMOND  
JUBILEE SERIES

Leslie, Zoubek, Lemastel, Jester

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1971

COST \$ 95.00

TYPE OF MATERIAL:

Set of 48 transparencies.

BRIEF DESCRIPTION OF MATERIAL:

Transparencies designed to help in teaching Gregg Shorthand transcription skills. Punctuation and typewriting style points are correlated with the "Building Transcription Skills" section in Gregg Shorthand Dictation and Transcription, Diamond Jubilee series, Second Edition.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 57/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Teachers felt the material was sufficiently free of bias to justify its use in the classroom.

ACCURACY: 14/15

Material was up-to-date and complete. Transparencies were accurate and followed the text very closely. The shorthand characters were excellent.

APPROPRIATENESS: 15/15

Teachers felt that the information and outlines were geared to advanced students. Style rules were correlated with the text. The content was considered appropriate to the target population and necessary to the subject matter.

VERBAL AND VISUAL FLUENCY: 15/15

The transparencies were attractive, easy to read, and effective in design. Material was organized in very clear, concise outline form. Evaluators thought the material was interesting and stimulating.

USEFULNESS AND VERSATILITY: 13/15

The material would be useful only with college-bound students or with advanced classes of shorthand and transcription. It would be suitable for varying classroom formats and would be an excellent tool for teaching outlines, punctuation, and sentence structure. Transparencies were easy to handle and store and were available at a cost commensurate with value.

TITLE

WORKBOOK FOR GREGG SHORTHAND-DIAMOND  
JUBILEE SERIES-  
2nd EDITION

Leslie and Zoubek

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1971

COST \$ 2.60 Workbook; Key \$1.10

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TYPE OF MATERIAL:

Workbook with 155 pages.

BRIEF DESCRIPTION OF MATERIAL:

Workbook for Gregg shorthand which parallels the text.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 59/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 14/15

Reviewers felt the material was objective, accurate, timely, and clear.

APPROPRIATENESS: 15/15

The language was considered appropriate to the target population and the content was challenging but not beyond the ability of the learner. The content was relevant to the total subject matter and touched on spelling, grammar, punctuation, and theory. The letters could have been more informative and relevant if they had presented learning opportunities through their content, rather than repeating the same topics.

° VERBAL AND VISUAL FLUENCY: 15/15

Reviewers felt that the design was simple, attractive and consistent. There was sufficient space to fill in answers. The organization of the workbook was easy to follow and the print was easy to read. The material was considered interesting and stimulating.

USEFULNESS AND VERSATILITY: 15/15

The workbook would be appropriate with learners having varying needs and could be used in a variety of classroom organizational patterns. Workbook could be used as homework or as review or testing material. The cost and packaging of the material was consistent with its degree of usability.



TITLE

SELF INSTRUCTIONAL BOOKKEEPING AND  
ACCOUNTING MATERIALS

Carmela C. Caputo

B  
O  
E

PUBLISHER

Greenwich Jr. High School  
c/o Carmela C. Caputo  
Greenwich, New York  
12834

YEAR PUBLISHED 1974

COST \$ 3.00

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TYPE OF MATERIAL:

Slow learner supplement.

BRIEF DESCRIPTION OF MATERIAL:

Material provides a step-by-step method of book-keeping to help the slow learner.

READABILITY GRADE LEVEL:

Not Applicable. (No 100-word passages).

OVERALL RATING:

USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Acceptable

All four evaluators agreed that the material was sufficiently free of bias to justify its use in the classroom.

ACCURACY: 14/15

The material was considered accurate, correct, clear, complete and up-to-date.

APPROPRIATENESS: 15/15

Reviewers felt that the material was easy to understand and that the content was appropriate to the target population of slow learners in grades ten through twelve. The content was important and necessary to the subject matter area.

VERBAL AND VISUAL FLUENCY: 12/15

The material was fairly attractive, simple, and effective in design. The organization of the material was easy to follow and the general theme was clear. Step-by-step repetition was geared to the slow learners, but made the material rather unstimulating.

USEFULNESS AND VERSATILITY: 5/15

Useful only as a self-directional material for slow learners. The cost and packaging of the material was fairly consistent with the degree of usability.

TITLE

BUSINESS FILING AND RECORDS CONTROL - 4th  
EDITION

Bassite/Goodman

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1964

COST \$ 3.60

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TYPE OF MATERIAL:

Laboratory kit/practice set.

BRIEF DESCRIPTION OF MATERIAL:

Filing practice set which includes four card filing jobs and a set of 96 letters for use in alphabetic, geographic, subject, and numeric filing jobs with guides and folders. Textbook by same title is also available but was not evaluated.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 49/60

SUMMARY OF RATINGS:

BIAS: Acceptable

It was noted that there was some sex-role stereotyping. All professional examples were men.

ACCURACY: 11/15

Material was considered realistic, but sometimes out-dated. Information on letter content was current, but typed dates and state abbreviations were out-of-date. The content was clear, if used with accompanying text, but would not be clear if used without examples and sample problems.

APPROPRIATENESS: 14/15

Teachers felt that the language was fluent and easy to understand. The content was important to the total subject matter area and was challenging, but not beyond the ability of the learner.

VERBAL AND VISUAL FLUENCY: 11/15

Because the set provided a different way of teaching a rather dull subject, it was considered appealing to the learners. Ideas were developed adequately in a logical manner and directions were numbered so that they were easy to follow. Although teachers felt that filing was not conducive to creativity, they felt that the set did motivate students for the filing process. The content of the letters in the practice set could have been more exciting if the letters were not all related to the mining industry.

USEFULNESS AND VERSATILITY: 13/15

Useful for students of average ability, but not for poor readers. Material can be individually paced. Teachers felt that the kit was durably packaged, was easy to handle and store, and was available at a cost commensurate with value.



TITLE

CLERICAL RECORD KEEPING - THIRD EDITION

Baron, Steinfeld

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1971

COST \$ 5.37

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TYPE OF MATERIAL:

A textbook for grades ten through twelve with 625 pages.

BRIEF DESCRIPTION OF MATERIAL:

This textbook covers record keeping transactions moving from the very simple to the more complex. It is intended for the student who does not want to get involved in a more complicated bookkeeping course and/or the student who has a learning problem.

READABILITY GRADE LEVEL:

Fry. Tenth. Varies from Eighth to Eleventh.

OVERALL RATING:

EXCELLENT 51/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 14/15

Sufficient in-depth examples are given to reinforce each problem area.

APPROPRIATENESS: 11/15

Generally appropriate for target group although reading level may cause difficulties for some. Does not include all essentials for mastering record keeping.

VERBAL AND VISUAL FLUENCY: 14/15

Contains practice problems with answers that serve as checkpoints. Well-illustrated and well-developed.

USEFULNESS AND VERSATILITY: 12/15

Designed to serve a limited audience, but flexible for use within that group.

TITLE

PEGBOARD PAYROLL SYSTEM

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1972

COST \$ 4.32

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TYPE OF MATERIAL:

A simulation device plus pamphlet.

BRIEF DESCRIPTION OF MATERIAL:

This practice set simulates a live business situation. It gives the student experience in preparing a payroll record using a pegboard and no-carbon-required forms.

READABILITY GRADE LEVEL:

Fry. Ninth and Tenth.

OVERALL RATING:

EXCELLENT 49/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 12/15

Students gain actual arithmetic, manipulative, and clerical skills while learning in a real situation. Some forms used are out-of-date.

APPROPRIATENESS: 12/15

The live business situation provides a highly motivated learning situation. The emphasis is on student involvement. The instructions may be difficult for some students.

VERBAL AND VISUAL FLUENCY: 13/15  
A well-prepared practice set.

USEFULNESS AND VERSATILITY: 12/15  
It is excellent supplementary  
material but high cost for one-time use  
detracts from its great usefulness.



TITLE

GENERAL RECORDKEEPING - 5th EDITION

Heigle, Schneider, Huffman, Stewart

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1965

COST \$ 5.85

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TYPE OF MATERIAL:

Textbook of 484 pages.

BRIEF DESCRIPTION OF MATERIAL:

This textbook which is divided into three sections provides information the student will need to maintain personal business records such as personal tax records, banking and checking accounts. It also contains information on maintaining business payroll and sales records as well as a practice set for keeping records for a small business.

READABILITY GRADE LEVEL:

Fry. Ninth.

OVERALL RATING:

USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Teachers noted that the 1965 edition which they evaluated portrayed all workers as Caucasian. However, they felt this may have been changed in the 1971 edition of the text. Reviewers noted that minor sex-role stereotyping existed, because women were depicted as secretaries and men were the bosses.

ACCURACY: 11/15

Material in the text was objective up to the point of the publishing date. However, much information on record keeping, taxes, social security and data processing has changed since that time. The book was clear and sufficiently detailed.

APPROPRIATENESS: 12/15

The text was not hard to understand, although the language was somewhat stilted. It was appropriate for a target population of students interested in keeping personal or small business records. The text might not be challenging to all students.

VERBAL AND VISUAL FLUENCY: 12/15

Although one evaluator felt there was a lack of color and illustrations, the others felt the book was attractively arranged with helpful illustrations that would appeal to the students. The material was interesting and divided into well outlined sections that would move the students through the basic practice of record keeping.

USEFULNESS AND VERSATILITY: 12/15

Teachers felt the text could be used by students with varying abilities. It would be adaptable for a mini-unit on record keeping in General Business or as a brief course in personal business records. It would be suitable as a basic text or as supplementary material in a Record Keeping Course.

ADDITIONAL COMMENTS:

Teachers thought the text was useful, but recommended use of the newer edition in which the deficiencies of the 1965 edition would hopefully be eliminated.

TITLE

INDIVIDUALIZED LEARNING GUIDES FOR:  
(1) Elements of Financial Records and  
(2) Accounting Systems and Procedures  
Weaver, Hanna, Freeman

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1974

COST \$ 2.04 each

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TYPE OF MATERIAL:

Two workbooks, one of 222 pages and one of 238 pages to accompany texts.

BRIEF DESCRIPTION OF MATERIAL:

Workbooks for accounting designed to accompany texts, "Elements of Financial Records" and "Accounting Systems and Procedures". These workbooks are appropriate for study of accounting on an individual basis. Performance goals are clearly set forth at the beginning of each topic.

READABILITY GRADE LEVEL:

Fry. Average Eighth.

OVERALL RATING:

EXCELLENT 53/60

SUMMARY OF RATINGS:

BIAS: Acceptable

All five evaluators felt that the material was sufficiently free of bias to justify its use in the classroom.

ACCURACY: 14/15

Reviewers felt the technical material provided an up-to-date, objective and complete coverage of two important aspects of accounting procedure. The business forms were considered excellent.

APPROPRIATENESS: 13/15

The workbook, which followed the text in a step-by-step procedure, was easy to understand for the average or above average Accounting I student. It provided very challenging work for independent study and the content was important to the subject matter area.

VERBAL AND VISUAL FLUENCY: 13/15

The workbooks were attractively illustrated and were well correlated with the texts. They were considered interesting for students.

USEFULNESS AND VERSATILITY: 13/15

Teachers felt the workbooks were very flexible in use and could be adapted to traditional classroom use, independent study, or individualized instruction. Workbooks were individualized to allow faster students to progress into more complex areas at their own speed with minimal teacher supervision. The workbooks may be purchased separately and are consumable.



TITLE

CAMPERS' COVE BUSINESS SIMULATION SET

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1973

COST \$ 2.25

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TYPE OF MATERIAL:

Single proprietorship business simulation set.

BRIEF DESCRIPTION OF MATERIAL:

This simulation set for a retail camping gear store consists of four types of journals, three ledgers, forms prepared on the cash register, and two months' transactions. It is designed to be used after Chapter 29 of 21st CENTURY ACCOUNTING.

READABILITY GRADE LEVEL:

Not Applicable.

OVERALL RATING:

EXCELLENT 54/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 14/15

The set simulates actual bookkeeping procedures by the use of typical source documents for this type of business. A very realistic experience for students.

APPROPRIATENESS: 13/15

Designed for second-semester bookkeeping students and it is realistic for use by the average student at that stage in his/her preparation for an occupation.

VERBAL AND VISUAL FLUENCY: 15/15

Attractive and easy-to-follow. A definite contribution to critical thought.

USEFULNESS AND VERSATILITY: 12/15

Although designed to supplement one specific text, one reviewer felt that it could be used effectively to supplement any second semester bookkeeping course. It is suitable only for students at this level.

TITLE

STEREOTRONICS BUSINESS SIMULATION SET

Boynton, Swanson, Carlson, Forkner

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED \_\_\_\_\_

COST \$ 1.90

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TYPE OF MATERIAL:

Single proprietorship business simulation set which includes five packets and sets of forms for five transactions.

BRIEF DESCRIPTION OF MATERIAL:

This simulation set requires the student to keep the records of a small wholesale stereo business. Use is made of a combination journal, general ledger, accounts receivable ledger, accounts payable ledger, and transaction for one month. It is designed to be used after Chapter 14 or 17 of 21st CENTURY ACCOUNTING.

READABILITY GRADE LEVEL:

Fry. Ninth. Varies from Seventh to Tenth.

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 14/15

The realistic business situation contains source documents and related papers that a beginning clerk would be required to record daily.

APPROPRIATENESS: 14/15

Directions are clear and the average bookkeeping student should be able to work independently after all pertinent information has been covered.

VERBAL AND VISUAL FLUENCY: 13/15

The set is colorful and well illustrated. Occasionally the real purpose of the simulation gets lost in the details of the business.

USEFULNESS AND VERSATILITY: 11/15

Useful only with a certain group of students and only with the textbook. Cost is not unreasonable for usefulness.



TITLE

ACCOUNTING TRANSPARENCIES: PART I ELEMENTS  
OF FINANCIAL RECORDS

M. Freeman, J. Hanna, G. Kahn, D. Weaver

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1968

COST \$ 225.00

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TYPE OF MATERIAL:

Set of transparencies available separately as  
Part I and Part II.

BRIEF DESCRIPTION OF MATERIAL:

This set of transparencies was designed for pre-  
viewing and reviewing the fundamentals of bookkeeping and  
accounting. Only Part I was evaluated; cost of both parts  
is \$450.00.

READABILITY GRADE LEVEL:

Not Applicable.

OVERALL RATING:

EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 12/15

A few out-of-date illustrations but  
material is generally correct and realistic.

APPROPRIATENESS: 13/15

Nature of material means that it could  
be made appropriate for anyone studying accounting  
i.e. appropriateness depends on use by teacher.

VERBAL AND VISUAL FLUENCY: 14/15

Beautifully prepared transparencies.  
Concepts are clearly presented in a step-by-step presentation of forms.

USEFULNESS AND VERSATILITY: 11/15

Can be used with entire class, small groups or individually. This material would have more limited use for the teacher who wishes to deviate from the textbook. The cost is high but durability is excellent.

TITLE

20th CENTURY BOOKKEEPING AND ACCOUNTING  
TRANSPARENCIES

J. Edward Caldwell

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1967

COST \$ 125.00

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TYPE OF MATERIAL:

Set of 28 transparencies which accompany text of  
the same name.

BRIEF DESCRIPTION OF MATERIAL:

These transparencies are designed to supplement  
explanation of the use of accounting forms and to teach  
various applications.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 15/15

Absolutely accurate and up-to-date.

APPROPRIATENESS: 12/15

Useful to supplement work after the main  
concepts have been developed. Appropriateness  
is really determined by use in teaching.

VERBAL AND VISUAL FLUENCY: 13/15

Each transparency is clear, precise, and easy to view. Logical manner of presentation but not particularly creative.

USEFULNESS AND VERSATILITY: 8/15

Not overly useful except as an adjunct to the text by the same name. In conjunction with the text, they can be used to present lesson, review, drill, and summarize. Expensive.



TITLE

CENTURY 21 ACCOUNTING - FIRST YEAR  
COURSE

Boynton, Swanson, Carlson, Forkner

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1972

COST \$ 6.72

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TYPE OF MATERIAL:

A textbook with 750 pages.

BRIEF DESCRIPTION OF MATERIAL:

This is a complete first-year course in high school bookkeeping designed to prepare students for entry-level jobs. There are transparencies and workbooks which can be purchased separately to supplement instruction.

READABILITY GRADE LEVEL:

Fry. Eleventh.

OVERALL RATING:

USEFUL 45/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 12/15

Material was relatively objective, accurate and up-to-date. The content could have been clearer and more complete.

APPROPRIATENESS: 10/15

The language and content were considered too advanced for some students. Reviewers felt that the content was relevant to the total subject matter.

VERBAL AND VISUAL FLUENCY: 12/15

Teachers felt that the print was small and hard to read. Illustrations and vocabulary were printed in gold. Another color or colors would have been easier to read and more attractive against the white background. The material was organized in a logical manner and it accurately followed the complete book-keeping system. Though the material was not particularly interesting or stimulating, it could be made more exciting by the teacher.

USEFULNESS AND VERSATILITY: 11/15

The bonus problems are excellent for higher-ability students and makes the book suitable for individualized learning. More drills and exercises should be supplied for the slower students. The cost and packaging of the material was considered relatively consistent with the degree of usability.

TITLE

BOOKKEEPING/ACCOUNTING, FIRST YEAR

Elliot, Mandel, Tarr

B  
O  
E

PUBLISHER

Simon & Schuster, Incorporated  
630 Fifth Avenue  
New York, New York  
10020

YEAR PUBLISHED 1974

COST \$ 1.25

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TYPE OF MATERIAL:

A student manual with 86 pages.

BRIEF DESCRIPTION OF MATERIAL:

This exercise book provides a simplified introduction to bookkeeping. The drill format is consistent with the New York State curriculum. Both single and double entry are included.

READABILITY GRADE LEVEL:

Fry. Eleventh to Twelfth.

OVERALL RATING:

USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 11/15

This is a new edition and the attempt to make it a "textbook" seems not overly rewarding. One reviewer found the introduction chapter on single entry bookkeeping unacceptable for modern usage.

APPROPRIATENESS: 11/15

Useful for average students for a short course in bookkeeping; less-than-average student would need help because of lack of explanations.

VERBAL AND VISUAL FLUENCY: 10/15

Limited number of illustrations and the number of exercises appear overwhelming. This is a difficult subject to make appealing.

USEFULNESS AND VERSATILITY: 12/15

The low cost of this material is a distinct advantage but durability is doubtful. More directions are needed for real versatility as an independent learning tool.



TITLE

ACCOUNTING 10/12 - 2nd EDITION

Freeman, Hanna, Kahn, Weaver

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1973

COST \$ 7.80 Textbook

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TYPE OF MATERIAL:

A hard-cover text of 582 pages. The\*text has been divided into four soft-cover texts. Learning guides, workbook, transparencies, and practice sets are also available.

BRIEF DESCRIPTION OF MATERIAL:

Text and supplementary materials for accounting students.

READABILITY GRADE LEVEL:

Fry. Eleventh.

OVERALL RATING:

USEFUL 40/60

SUMMARY OF RATINGS:

BIAS: Acceptable

All three evaluators felt that the material was sufficiently free of bias to justify its use in the classroom.

ACCURACY: 11/15

Material was relatively accurate and up-to-date, but was not complete and/or pertinent in a number of instances. Flow charts tended to complicate the learner's involvement. IRS forms became outdated rapidly.

APPROPRIATENESS: 10/15

Teachers felt that the flow charts would be confusing and boring for many students. Content could have been more appropriate to the target population and more relevant to the total subject matter area.

VERBAL AND VISUAL FLUENCY: 9/15

Evaluators considered the appearance attractive. Typesetting, use of color, length of reading and marginal headings were well done. Once again, teachers pointed to the complicated manner in which the flow charts were presented. The charts made the material harder to follow and less interesting.

USEFULNESS AND VERSATILITY: 10/15

Materials can be helpful if teacher applies them carefully to individual needs. Material may not be useful for all students, but it is adaptable to a variety of classroom organizational patterns. The price may be high for the degree of usability.

TITLE

GREGG ACCOUNTING ADVANCED COURSE-2nd  
EDITION

Claw, MacDonald, Blanford,  
Freeman, Hanna, Kahn

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1969

COST \$ 5.85

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TYPE OF MATERIAL:

Hard cover text of 480 pages which provides work-book type material.

BRIEF DESCRIPTION OF MATERIAL:

Text is designed to carry a second year accounting student through the most frequently practiced accounting theory. This text refines the basic skills of Accounting I and covers the more sophisticated methods of analyzing accounts. It provides a workbook and working papers for use as a tool to put these new methods into practice.

READABILITY GRADE LEVEL:

Fry. College.

OVERALL RATING:

EXCELLENT 49/60

SUMMARY OF RATINGS:

BIAS: Acceptable

All five teachers who reviewed this text felt that it was sufficiently free of bias to justify its use in the classroom.

ACCURACY: 13/15

Material was accurate according to conditions existing at 1969 publishing date. However, much data has changed since and there is no new updated book available. Factors covered would not correlate well with a more current first year accounting text.

APPROPRIATENESS: 12/15

While the language was aimed at upper level high school or college students, the material was challenging and necessary to the subject matter area. The advanced interpretation of accounting data would be suitable for second-year students.

VERBAL AND VISUAL FLUENCY: 13/15

Reviewers agreed that the material was presented in an attractive manner. One reviewer felt the color was monotonous, but the other felt that the repetition of the color green set the numerous and attractive illustrations apart from the printed matter. The type size was rather small. Material was logically developed and built on material presented in first year courses.

USEFULNESS AND VERSATILITY: 11/15

Although the material was geared to the above-average student in a traditional classroom setting, it could be adapted to all types of students, because the text was considered relatively durable and easy to handle. The price was considered reasonable.



TITLE

ACCOUNTING: BASIC PRINCIPLES, Third  
Edition

Brock, Palmer and Archer

B  
O  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1974

COST \$ 5.67

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TYPE OF MATERIAL:

Hard cover textbook of 536 pages.

BRIEF DESCRIPTION OF MATERIAL:

Text covers all necessary accounting procedures, principles and operations needed for preparation for business activities. Useful as a basis for further study in the pursuit of an accounting career. Text is basically intended for post-secondary students, but could be used in high school accelerated or college accounting classes.

READABILITY GRADE LEVEL:

Fry. Tenth.

OVERALL RATING:

USEFUL 43/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Reviewers agreed that the material was sufficiently free of bias to justify its use in the classroom.

ACCURACY: 14/15

Material was considered very up-to-date, accurate, and objective. The text which was difficult because of the technical nature of the content, assumed that students had a good basic foundation in the field.

APPROPRIATENESS: 10/15

Evaluators felt that the material was very challenging and beyond the average high school student's ability. The language was very complex.

VERBAL AND VISUAL FLUENCY: 10/15

Reviewers felt that the small print, difficult subject matter and monotonous color scheme made the book dull and uninteresting for the students. Although the text lacked illustrations, the ones that it contained were helpful in explaining the concepts. Material was condensed and highly technical.

USEFULNESS AND VERSATILITY: 9/15

The text had a limited use on the high school level due to its intensive and technical approach. It could be used with college students or as supplementary material for advanced high school students.

TITLE

CENTURY 21 ACCOUNTING - ADVANCED COURSE

Boynton, Swanson, Carlson, Forkner

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1974

COST \$ 6.72

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TYPE OF MATERIAL:

Textbook of 687 pages.

BRIEF DESCRIPTION OF MATERIAL:

An advanced text in high school accounting in which the student gains a deeper knowledge about accounting that cannot be covered satisfactorily in the beginning course. The text increases one's technical competence and supplies a broad understanding of business activity that will be necessary for interpretation of financial records for efficient management.

READABILITY GRADE LEVEL:

Fry. College.

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable

All five reviewers felt that the text was sufficiently free of bias to be useful in the classroom.

ACCURACY: 14/15

This advanced text was highly organized and the subject matter was presented in detail. It contained very up-to-date accounting terminology, as well as the latest forms related to the chapters on Credit Card Sales and the Decision Making Process in management.

APPROPRIATENESS: 13/15

It was noted that the material was for average or above average students, but was sometimes beyond the ability of the learner. The text was challenging and necessary to the subject matter which would be covered in an Accounting II course. It logically followed the presentation of the beginning Century 21 course.

VERBAL AND VISUAL FLUENCY: 14/15

Reviewers felt that a student at the target level would find the text very stimulating and attractively set-up. Illustrations were numerous, attractive, and purposeful. Frequent color changes were employed for emphasis and introduction of new units. Print was attractive and language was accurate and interesting.

USEFULNESS AND VERSATILITY: 11/15

The reviewers felt that the book was very useful, but it was geared to an average or above-average student in a traditional classroom setting. It could be used in adult education.



TITLE

CENTURY 21 ACCOUNTING - ADVANCED COURSE -  
WORKING PAPERS AND STUDY GUIDE

Boynton, Swanson, Carlson, Forkner

B  
O  
E

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1974

COST \$ 3.12

TYPE OF MATERIAL:

Paper-covered workbook and study guide of 296 pages.

BRIEF DESCRIPTION OF MATERIAL:

Workbook and study guide provide a tool for putting into practice the principles of advanced accounting as covered in the text by the same name. The teacher's edition is complimentary.

READABILITY GRADE LEVEL:

Fry. College.

OVERALL RATING:

EXCELLENT 53/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 14/15

Forms and check-up material were clear, accurate and up-to-date. They were closely correlated with corresponding chapters of the text. (Century 21 Accounting Advanced Text).

APPROPRIATENESS: 13/15

Appropriate for advanced accounting students of average or above-average ability. The material was presented in an understandable, yet challenging manner. All working papers required for problem solving are included as well as regular check-ups for command of subject matter.

VERBAL AND VISUAL FLUENCY: 14/15

Attractive and logical layout of accounts and information topics follow the text in a step-by-step fashion. Forms were large enough to permit clear writing. The material was interesting to the extent that it provides useful and necessary applications of accounting.

USEFULNESS AND VERSATILITY: 12/15

The paperback workbook must be replaced yearly. It was geared for use by advanced students, and could be used as part of classroom instruction or as supplementary material. Workbook should be used with text to provide realistic and relevant instruction.

TITLE

LEARNING ABOUT CHILDREN

Shuey, Woods, and Young

H  
E  
E

PUBLISHER

J. B. Lippincott Company  
P.O. Box 7758  
Philadelphia, Pennsylvania  
19101

CHILD CARE

YEAR PUBLISHED 1969

COST \$ 7.00

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TYPE OF MATERIAL:

A textbook with 326 pages.

BRIEF DESCRIPTION OF MATERIAL:

This textbook covers the child till 12 years of age and is organized by age groupings.

READABILITY GRADE LEVEL:

Fry. Eighth. (Range is Seventh to Eleventh).

OVERALL RATING:

QUESTIONABLE 37/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although dated in many ways, this book shows racial balance and attempts to be unbiased.

ACCURACY: 7/15

The basic concepts are barely covered. Photographs are outdated and many of the accompanying captions are poor. Content is outdated and overly simple.

APPROPRIATENESS: 9/15

Book would be adequate for a slow learner, but not appropriate for anyone else. Interest level is low and it lacks challenge.

VERBAL AND VISUAL FLUENCY: 11/15

Material lacks appeal since it does not have enough "hands-on" experiences. It does read easily and provides suggestions for additional resources.

USEFULNESS AND VERSATILITY: 10/15

To provide basic information it would require a great deal of teacher-lead discussion. Useful for a small group of students who could absorb a minimum of theory.



TITLE

TEACHING WITH VISUAL MATERIALS SERIES:  
THE FLANNEL BOARD

George F. Horn, Advisor

H  
E  
E

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

CHILD CARE

YEAR PUBLISHED \_\_\_\_\_

COST \$ 5.00

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TYPE OF MATERIAL:

Filmstrip with captions to be read by narrator or students.

BRIEF DESCRIPTION OF MATERIAL:

This filmstrip explains the types, uses, and construction of a flannel board with suggestions for materials which can be used on the board. Some frames emphasize attractive use of color and design.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 55/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Factual filmstrip with absolutely no bias.

ACCURACY: 15/15

Realistic, current, and complete.

APPROPRIATENESS: 13/15

Easy to understand by this age group. Would be more appropriate for use in child care classes if the filmstrip showed use of flannel board for telling stories to preschoolers.

VERBAL AND VISUAL FLUENCY: 13/15

Each frame is complete, yet the material is presented in simple, concise statements. No real contribution to the development of critical thought.

USEFULNESS AND VERSATILITY: 14/15

Inexpensive and easy to store. Printed statements on film might limit its use by some students in an individual learning activity.

TITLE

WORKJOBS

Mary Baratta Corton

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PUBLISHER

Addisen-Wesley Publishing Company  
Reading,  
Massachusetts

CHILD CARE

YEAR PUBLISHED 1972

COST \$ 7.00

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TYPE OF MATERIAL:

Student manual with 255 pages.

BRIEF DESCRIPTION OF MATERIAL:

This book could be used as a student manual or a reference with students. It suggests activities to use for and with children which would be fairly inexpensive.

READABILITY GRADE LEVEL:

Fry. Third.

OVERALL RATING:

EXCELLENT 58/60

SUMMARY OF RATINGS:

BIAS: Acceptable.

Absolutely no bias. Since activities are inexpensive, the book is usable with all classes of children.

ACCURACY: 15/15

Clear and straight-forward presentation of a wide variety of activities to use with children.

APPROPRIATENESS: 15/15

Extremely useful for the target group. Activities listed are excellent for learning and the child care aide is given help through activity description, ways to get it started, discussion ideas and materials to use.

VERBAL AND VISUAL FLUENCY: 13/15

Excellent organization.

USEFULNESS AND VERSATILITY: 15/15

Might also be useful with adult groups or parent classes.



TITLE

THE CHILD'S POINT OF VIEW: No. 2 THE  
WORLD IS ALIVE

David Elkind

H  
E  
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PUBLISHER

Parent's Magazine  
52 Vanderbilt Avenue  
New York, New York  
10017

CHILD CARE

YEAR PUBLISHED 1973

COST \$ 58.00 Set of 5

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TYPE OF MATERIAL:

Set of five sound color filmstrips. Only "The  
World is Alive" was reviewed.

BRIEF DESCRIPTION OF MATERIAL:

The filmstrip discusses a child's interest in the  
sun and moon, why mothers have babies, the effect of food, and  
the child's view of the physical world. It attempts to point  
out how adults can answer questions from the child's point of  
view.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Portrays mostly young families and children  
with no mention of grandparents or older influences.  
Should be better balanced racially.

ACCURACY: 11/15

Although the information is not incorrect,  
many times it puts a make-believe quality into the  
idea rather than providing a real life answer.  
Sometimes vague and inconclusive.

APPROPRIATENESS: 13/15

Appropriate in difficulty to the target population but not particularly stimulating. One idea only is presented.

VERBAL AND VISUAL FLUENCY: 14/15

Attractive and easy to follow.

USEFULNESS AND VERSATILITY: 14/15

Appropriate to many types of classroom situations. Discussion led by teacher could overcome some of the objections in the accuracy section.

TITLE

CARING FOR CHILDREN

Mary Wanda Draper and Henry E. Draper

H  
E  
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PUBLISHER

Chas. A. Bennett Company, Inc.  
Peoria,  
Illinois  
61614

CHILD CARE

YEAR PUBLISHED 1975

COST \$ 8.00

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TYPE OF MATERIAL:

A textbook of 560 pages.

BRIEF DESCRIPTION OF MATERIAL:

A book that will help in your understanding and interacting with children. Each chapter is designed to help develop competencies needed for work with children. The text is divided into 6 parts - 25 chapters. Each chapter is introduced with a set of objectives. At the end of all chapters you will find "Chapter Highlights" to help review ideas, "Things to Do" with suggested activities and "Thinking it Over" questions. Reference list at the end of each chapter. The Appendices include: bibliography of children's books, menus for snacks and meals, etc.

READABILITY GRADE LEVEL:

Fry. Ninth through Twelfth.

OVERALL RATING:

EXCELLENT 60/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Use of male figures in illustrations as well as both black and white children.

ACCURACY: 15/15

Up-to-date material. A good text for training child care workers was needed because of increasing number of programs. This text accomplishes that objective.

APPROPRIATENESS: 15/15

Objectives stated at the beginning of each chapter give focus to thinking.

VERBAL AND VISUAL FLUENCY: 15/15

Chapters and material in chapters are set up well. Use of heavy black print emphasizes areas. Illustrations are well placed with few pages of print only.

USEFULNESS AND VERSATILITY: 15/15

Format and presentation of written material makes it easily comprehended by most students. Questions at the end of each chapter will offer variety to classroom presentation.



TITLE

EARLY CHILDHOOD EXPERIENCES IN LANGUAGE  
ARTS

Jeanne Machado

H  
E  
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CHILD CARE

PUBLISHER

Delmar Publishers  
Box 5087  
Albany, New York  
12205

YEAR PUBLISHED 1975

COST \$ 4.50

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TYPE OF MATERIAL:

A source book of learning activities in language arts, 176 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

This is a soft-covered book designed for use as a self-instructional tool by the student teacher or teacher working with young children. Language development activities in the areas of listening, speaking, written communication and reading are included.

READABILITY GRADE LEVEL:

Fry. Eighth.

OVERALL RATING:

EXCELLENT 59/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The material is well balanced, well represented and free of bias.

ACCURACY: 15/15

The information is clear, current and accurate. The presentation is concise and well organized and activities are described in easy-to-follow steps.

APPROPRIATENESS: 15/15

The objectives are clearly stated, with thought-provoking questions relevant to field of child care.

VERBAL AND VISUAL FLUENCY: 15/15

Attractive illustrations and examples of suggested activities provide stimulation for creativity and imagination. When vocabulary is used that may be unfamiliar, a good definition is included. Thoroughly delightful book!

USEFULNESS AND VERSATILITY: 14/15

The readings and suggestions are simple and versatile enough for almost all ability level students. Allows for independent use and individual achievement.

ADDITIONAL COMMENTS:

The team of reviewing teachers very highly recommended this book (and two others, which along with this book make up a series), citing the measurable objectives, good summaries and enhancing illustrations which contribute to its value as a tool for students in child development disciplines. One teacher commented that it would be very useful to have a looseleaf version to facilitate separate use of specific areas at a time.

TITLE

LET'S BEGIN

Doris Edmund

H  
E  
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CHILD CARE

PUBLISHER

Creative Teaching Press, Inc.  
Monterey Park,  
California  
91754

YEAR PUBLISHED 1971

COST \$ 5.95

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TYPE OF MATERIAL:

A set of 197 learning activity cards.

BRIEF DESCRIPTION OF MATERIAL:

These cards consist of elementary activities that secondary students can use when they first start working with nursery school children. Each card has one activity on it. The cards are categorized into the following areas: art, mathematics, language and literature, movement education, science and social relationships.

READABILITY GRADE LEVEL:

Fry. Fifth. (Range is from 3 - 7 because of sentence length variability).

OVERALL RATING:

EXCELLENT 49/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
No bias.

ACCURACY: 14/15

The information is accurate and precise, but elementary.

APPROPRIATENESS: 12/15

Appropriate for use by secondary students in planning activities for the nursery school classroom. Cards can be added by the student as he/she gains experience in an area.

VERBAL AND VISUAL FLUENCY: 11/15

Simple presentation with all information for each activity on one card, including materials needed and procedures to follow. The cards are organized into six clearly divided areas with many variations of the same theme within an area. Students will be able to utilize the cards independently.

USEFULNESS AND VERSATILITY: 12/15

Simplicity of organization contributes to the usefulness of this teaching aid. However, students may find it boring due to a lack of stimulating materials. There is little flexibility within the activities.



TITLE

SIMPLIFIED RECIPES FOR DAY CARE CENTERS

Patricia D. Asmussen

H  
E  
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CHILD CARE

PUBLISHER

Cahners Books  
Division of Cahners Publishing Co., Inc.  
89 Franklin Street  
Boston, Massachusetts

YEAR PUBLISHED 1973

COST \$ 12.95

TYPE OF MATERIAL:

A 218 page recipe book.

BRIEF DESCRIPTION OF MATERIAL:

This recipe book contains recipes for preparation of 25 child-size servings of foods which meet the nutritional needs and appetites of average children 2 to 6 years of age. The book offers a wide variety of recipes, and also contains blank pages for comments or additions, along with space for calculations for increasing or decreasing the proportions. There is a general information section which includes a conversion chart for retail size containers and institutional size containers. A spiral binding makes it possible to place the book in a flat open position when in use.

READABILITY GRADE LEVEL:

Fry. Third.

OVERALL RATING:

EXCELLENT 54/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The foods listed are common to most areas and the recipes are of a familiar nature regardless of race or background. Foods of specific areas, such as the south or southwest, or of particular groups of people are not specified, but there is sufficient variety to meet the dietary needs of most groups of children.

ACCURACY: 15/15

Well organized, easily interpreted and broken down into clear categories.

APPROPRIATENESS: 14/15

The recipes are geared toward day care centers, and therefore are for lunches, but many of the recipes may be adapted for nursery school snacks. The recipes are selected specifically for use in food preparation for young children (25 portions), but the book may be adapted by individuals in a variety of situations which involve meeting the nutritional needs of young children in the group setting.

VERBAL AND VISUAL FLUENCY: 15/15

Easily readable and clear. Excellent layout allows for individual additions and comments. Functions well as real "working book". The spiral binding permits easy handling. The individual write-up of each recipe is clear and easily understood.

USEFULNESS AND VERSATILITY: 10/15

For the specific purpose (food preparation) it allows for notes and provides space to adapt recipes. The material does exactly what the title states, but the book would not have widespread use in a child care course, and it is overpriced.

TITLE

GOOD SCHOOLS FOR YOUNG CHILDREN - 3rd  
EDITION

Leeper, Dales, Skipper, Witherspoon

H  
E  
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CHILD CARE

PUBLISHER

Macmillan Publishing Company  
866 Third Avenue  
New York, New York  
10022

YEAR PUBLISHED 1974

COST \$ 10.95

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TYPE OF MATERIAL:

A hard-covered book with 495 pages which may be used as a text or reference book.

BRIEF DESCRIPTION OF MATERIAL:

The book is divided into three sections which are: "Why Centers for Young Children?"; "The Curriculum: Planning and Teaching"; and "Organizing Centers for Young Children".

READABILITY GRADE LEVEL:

Fry. Ninth Grade Average. (Ranges from 8th grade to low 12th grade level. One sentence had many syllables in it).

OVERALL RATING:

USEFUL 42/60

SUMMARY OF RATINGS:

BIAS: Acceptable

No bias was observed. The pictures are racially balanced throughout the book.

ACCURACY: 14/15

Content is accurate and current covering general theory and specific practices. However, due to the extensive amount of detail, it would not be suitable for the present target group to use as a text.

APPROPRIATENESS: 9/15

The book contains a wealth of information in the field of child care. However, the reviewing teachers felt that the vocabulary would be difficult for their present target group. It would definitely have appeal for accelerated students.

VERBAL AND VISUAL FLUENCY: 11/15

The text is challenging, which may be stimulating for some students, but too difficult for average or slow learners. The three main areas covered in the book are presented in a logical and factual manner. The photographs are very effective in illustrating the principles involved.

USEFULNESS AND VERSATILITY: 8/15

Of limited usefulness and versatility for high school students, but could be an excellent source for reference use.



TITLE

THE NEW ARRIVAL

H  
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PUBLISHER

Parents' Magazines Child Development  
Series  
52 Vanderbilt Avenue  
New York, New York  
10017

CHILD CARE

YEAR PUBLISHED \_\_\_\_\_

COST \$ 54.00

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TYPE OF MATERIAL:

A kit with five filmstrips and three cassettes.

BRIEF DESCRIPTION OF MATERIAL:

The filmstrips depict the first 18 months from infant to toddler. The social, emotional, and physical growth of the child are shown.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 58/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 15/15

Objective, current, and sufficiently detailed.

APPROPRIATENESS: 15/15

A very important part of child care classes. Filmstrips are easy to understand for this age group.

VERBAL AND VISUAL FLUENCY: 14/15

Attractive and interesting. Sometimes  
general theme gets lost in the presentation.

USEFULNESS AND VERSATILITY: 14/15

Could be used in a number of ways. Cost  
is reasonable for the value received.

TITLE

TEACHING PICTURES - SCIENCE THEMES NO. 1

Betty Thorn and Alma Gilleo

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E  
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CHILD CARE

PUBLISHER

David C. Cook Publishing Company  
Elgin,  
Illinois  
60120

YEAR PUBLISHED 1964 COST \$ 3.00

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TYPE OF MATERIAL:

Twelve study prints.

BRIEF DESCRIPTION OF MATERIAL:

The study prints depict science and nature. Each picture has a teaching guide giving aims, questions to ask, facts to know, activities, things to do and references.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 51/60

SUMMARY OF RATINGS:

BIAS: Acceptable

No overt bias but no non-white children are portrayed.

ACCURACY: 12/15

The nature of this type of visual material prevents any problems with accuracy. Lack of racial mix raises some doubts as to the realism of the settings.

APPROPRIATENESS: 14/15

Especially suited for teaching high school students to aid young children in developing concepts. The challenge of the material depends upon use by the teacher.

VERBAL AND VISUAL FLUENCY: 14/15  
Generally attractive and easy to follow.

USEFULNESS AND VERSATILITY: 11/15  
Limited, one-time use per group and would be effective only if used under teacher guidance. Very reasonable price.



TITLE

LANGUAGE EXPERIENCES FOR YOUR PRESCHOOLER  
PART 2: ACTIVITIES IN THE NEIGHBORHOOD

H  
E  
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PUBLISHER

The State Education Department  
Bureau of Continuing Education  
Albany, New York  
12224

CHILD CARE

YEAR PUBLISHED 1974

COST \$ Free

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TYPE OF MATERIAL:

A booklet with 59 pages.

BRIEF DESCRIPTION OF MATERIAL:

This booklet gives a variety of experiences that will help an adult to plan activities for preschoolers. The language activities suggested could be used by teacher or parent in working with a young child.

READABILITY GRADE LEVEL:

Fry. Ninth.

OVERALL RATING:

EXCELLENT 53/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 14/15

Current, accurate, and up-to-date.

APPROPRIATENESS: 12/15

The material is intended more for parents than for young people who will be working with children.

VERBAL AND VISUAL FLUENCY: 14/15

The general theme of the material is clear. Booklet is easy to follow.

USEFULNESS AND VERSATILITY: 13/15

Since material is free, its usefulness for only a single purpose is no problem.

TITLE

THE MANY FACES OF CHILDREN POSTERS

H  
E  
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PUBLISHER

Developmental Learning Materials Company  
7440 Natchez Avenue  
Niles, Illinois  
60648

CHILD CARE

YEAR PUBLISHED \_\_\_\_\_

COST \$ 4.75 Set

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TYPE OF MATERIAL:

Set of 12 posters, with booklet for teacher use.

BRIEF DESCRIPTION OF MATERIAL:

Posters are photographs depicting various emotions of children.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 55/60

SUMMARY OF RATINGS:

BIAS: Acceptable

One teacher felt that one poster had an undesirable racial bias but the rest were acceptable.

ACCURACY: 14/15

Presents a diversity of emotions but accuracy is an irrelevant criteria to apply to photographs.

APPROPRIATENESS: 15/15

The nature of the material makes it possible to be used with any age group.

VERBAL AND VISUAL FLUENCY: 14/15

The contribution to critical and/or creative thinking will depend on use by teacher. Beautiful photography.

USEFULNESS AND VERSATILITY: 12/15

Should be used with discussion to aid in students' own language development, therefore versatility is somewhat limited.



TITLE

EXPLORING CAREERS IN CHILD CARE

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E  
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PUBLISHER

McKnight Publishing Company  
Box 854 Dept. 091  
Bloomington, Illinois  
61701

CHILD CARE

YEAR PUBLISHED 1974

COST \$ 5.97 Text; 2.49 Manual

TYPE OF MATERIAL:

Student manual containing 288 pages to accompany text of 220 pages. A complete software set is available for \$18.00 - includes text, teacher's guide, student activity manual, tests, filmstrips, tape recordings, transparencies, wall charts, etc.

BRIEF DESCRIPTION OF MATERIAL:

An activity manual for students which lists objectives and problems to be solved.

READABILITY GRADE LEVEL:

Fry. Eighth to College.

OVERALL RATING:

EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 14/15

Objective, complete, and up-to-date.

APPROPRIATENESS: 12/15

One teacher questions readability level, saying that her students have no difficulty with it. Another teacher thinks it might be difficult to comprehend.

VERBAL AND VISUAL FLUENCY: 13/15

Not as attractive as some other materials  
but generally easy to follow.

USEFULNESS AND VERSATILITY: 11/15

In order to be effective, it needs the  
audio visual material specified in the activities  
and several other books.

ADDITIONAL COMMENTS:

Might also be appropriate for Career Exploration in  
Grades 7-8.

TITLE

THE DEVELOPING CHILD

Holly Brisbane, Audrey Palm

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PUBLISHER

Chas. A. Bennett Company, Inc.  
Peoria,  
Illinois

CHILD CARE

YEAR PUBLISHED 1971

COST \$ 7.02

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TYPE OF MATERIAL:

Textbook.

BRIEF DESCRIPTION OF MATERIAL:

The text covers growth and development of children from conception to twelve years of age. Physical, social-emotional and intellectual developmental areas are explored. The individuality of all children is stressed along with recognition of the normal patterns of growth and development.

READABILITY GRADE LEVEL:

Fry. College. (However, out of three passages one was at the Eighth grade level).

OVERALL RATING:

EXCELLENT 53/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Illustrations demonstrate a racial balance.  
Both male and female influences are stressed.

ACCURACY: 14/15

The content may be overly detailed for high school students, but many examples and pictures are provided for illustrating principles.

APPROPRIATENESS: 13/15

The content is relevant and the excellent visuals contribute greatly to the presentation. The chapters are long and the lengthy details could be condensed for high school students.

VERBAL AND VISUAL FLUENCY: 14/15

Each chapter has a section "Keys to Thinking" which encourages the student to go beyond the immediate information in the chapter. Questions and summaries are included throughout the chapter to emphasize important areas. Definitions are included at the end of each chapter.

USEFULNESS AND VERSATILITY: 12/15

Best for use with the average or above average learner. The chapters are too long for slow learners, and no provisions are made to facilitate use with slow learners. Versatility lies in use of visuals and additional helps. Parts of chapters could be assigned to make the material more manageable.



TITLE

A CREATIVE GUIDE FOR PRESCHOOL TEACHERS

Joanne Wyloe, Editor

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E  
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PUBLISHER

Bobbs Merrill Company, Inc.  
Education Division  
4300 West 62nd Street  
Indianapolis, Indiana  
46268

CHILD CARE

YEAR PUBLISHED 1971

COST \$ 9.75 Ringbinder; \$3.95 Paperback

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TYPE OF MATERIAL:

Reference book of 174 pages.

BRIEF DESCRIPTION OF MATERIAL:

This reference book for teachers and aides explains the goals and purposes of preschool with suggestions for activities. It includes child development, parent education, health, science, math, arts and crafts, and language development.

READABILITY GRADE LEVEL:

Fry. Seventh through Twelfth.

OVERALL RATING:

EXCELLENT 56/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 14/15

Realistic, timely, and unusually complete in covering the subject.

APPROPRIATENESS: 13/15

Language may be difficult for some students, but it should have general appeal.

VERBAL AND VISUAL FLUENCY: 14/15

The purpose of the book is to emphasize creativity in the care of children. It is easy to follow and the layout is pleasing.

USEFULNESS AND VERSATILITY: 15/15

Could be used in many ways in the classroom.

TITLE

A CHILD GOES FORTH

Barbara J. Taylor

H  
E  
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PUBLISHER

Brigham Young University Press  
Provo,  
Utah

CHILD CARE

YEAR PUBLISHED 1972

COST \$ 12.00

TYPE OF MATERIAL:

A reference book with 133 pages.

BRIEF DESCRIPTION OF MATERIAL:

This reference book for preschool teachers and aides is concerned with curriculum planning. It includes objectives and activities in the areas of art, music, language, science, storytime and outdoor activities.

READABILITY GRADE LEVEL:

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The teacher role is portrayed by females and referred to as "she". Unfortunately, there is not one picture of a man, even on a field trip.

ACCURACY: 15/15

Current, realistic, and sufficiently detailed.

APPROPRIATENESS: 14/15

This book gives the role of the teacher, how to plan lessons, behavioral objectives, learning activities, and a bibliography for planning - all very important parts of child care.

VERBAL AND VISUAL FLUENCY: 12/15

So much is packed into the book that it would be hard for students to use. Does not have an index to allow for finding information easily.

USEFULNESS AND VERSATILITY: 11/15

This book could only be used as a reference by the teacher or a very bright student; it would probably have little use for even the average student.



TITLE

UNDERSTANDING AND TEACHING THE DEPENDENT  
RETARDED CHILD

Louis Rosenweig and Julia Long

H  
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CHILD CARE

PUBLISHER

Macmillan Publishing Company, Inc.  
200 F Brown Street  
Riverside, New Jersey  
08075

YEAR PUBLISHED \_\_\_\_\_

COST \$ 3.73

TYPE OF MATERIAL:

Reference book with 185 pages.

BRIEF DESCRIPTION OF MATERIAL:

The first two chapters are written on a College level and give an overview of the mentally retarded and goals for all retarded. The remainder is filled with examples of skills to be developed, materials to use, and suggested activities, many given in chart form.

READABILITY GRADE LEVEL:

Fry. College. (Skills and activity lists are probably much lower but they are impossible to compute).

OVERALL RATING:

EXCELLENT 54/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 14/15

There is an understandable bias toward the rewards of working with the mentally retarded. Very current information.

APPROPRIATENESS: 13/15

The reading is difficult but the skills chapters could be used easily by most high school students. May require guidance for some students.

VERBAL AND VISUAL FLUENCY: 13/15

Clear presentation, especially in the skill section of the book. Chart format is easy to understand.

USEFULNESS AND VERSATILITY: 14/15

Inexpensive; a useful presentation which may be used in many ways.

ADDITIONAL COMMENTS:

This book would also be appropriate for use by post-secondary classes.

TITLE

INTRODUCTION TO EARLY CHILDHOOD EDUCATION

Verna Hildebrand

H  
E  
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PUBLISHER

MacMillan Company  
100 A Brown Street  
Riverside, New Jersey  
08075

CHILD CARE

YEAR PUBLISHED 1971

COST \$ 8.95

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TYPE OF MATERIAL:

Reference book with 356 pages.

BRIEF DESCRIPTION OF MATERIAL:

The book contains an overview for teaching young children, curriculum suggestions for the nursery school and kindergarten, and professional considerations related to the field.

READABILITY GRADE LEVEL:

Fry. Eighth. Sentences are relatively short, but vocabulary is often difficult.

OVERALL RATING:

USEFUL 45/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 14/15

Covers a wide range of topics and material is well researched and documented.

APPROPRIATENESS: 11/15

Excellent reference for the advanced student if used selectively by teacher. Would have appeal to the student already interested in the subject.

VERBAL AND VISUAL FLUENCY: 12/15

Excellent photographic illustrations.  
Vocabulary is sometimes difficult and sentences  
stilted.

USEFULNESS AND VERSATILITY: 8/15

Suitable for a limited group of learners  
and only a few situations.



TITLE

VISUAL PERCEPTION - LEVEL I

Shirley Ross

H  
E  
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CHILD CARE

PUBLISHER

Enrich Company  
3437 Alma  
Palo Alto, California  
94306

YEAR PUBLISHED 1973

COST \$ 20.00

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TYPE OF MATERIAL:

A kit containing five visual cartridges, a teachers manual, and ten activity masters in a box.

BRIEF DESCRIPTION OF MATERIAL:

A programmed instruction matching game for young children to learn to identify size, shape, color.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 15/15

Realistic game for children with obvious accuracy of content.

APPROPRIATENESS: 13/15

Game is for demonstration purposes and not for use by high school students. It is important for students to view some materials which they will use later.

VERBAL AND VISUAL FLUENCY: 14/15

Simple, effective game for preschoolers.  
Viewing it should make some contribution to high  
school student.

USEFULNESS AND VERSATILITY: 6/15

This game would receive limited use for  
the expense involved.

TITLE

YOUR PREMATURE INFANT

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E  
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PUBLISHER

Ross Laboratories  
Division of Abbott Labs  
625 Cleveland  
Columbus, Ohio

CHILD CARE

YEAR PUBLISHED 1974

COST \$ .25

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TYPE OF MATERIAL:

A 14 page pamphlet.

BRIEF DESCRIPTION OF MATERIAL:

This pamphlet on the single topic of the premature infant covers the major areas of concern in prematurity.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 51/60

SUMMARY OF RATINGS:

BIAS: Acceptable

While the pictures do not show male involvement with the baby, the text always refers to "parents". There is only one reference to the advertised product.

ACCURACY: 14/15

Deals accurately with concerns about a premature infant. It is not extremely detailed.

APPROPRIATENESS: 11/15

The focus seems to be the reassurance of new parents. The topic is not vital to training aides for child care agencies, but students should be aware of later effects of prematurity.

VERBAL AND VISUAL FLUENCY: 13/15

Material is easily and quickly read. Because of its simplicity it might not be sufficiently challenging for many students.

USEFULNESS AND VERSATILITY: 13/15

Handy and easy to use; reasonable cost. In most child care classes it would be useful only as a supplement.



TITLE

THE NEW NURSERY SCHOOL

Nimnight, McAfee, and Meir

H  
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CHILD CARE

PUBLISHER

General Learning Corporation  
Early Learning Division  
250 James Street  
Morristown, New Jersey  
07960

YEAR PUBLISHED 1969

COST \$ 16.00

TYPE OF MATERIAL:

A package containing seven booklets.

BRIEF DESCRIPTION OF MATERIAL:

The learning activity booklets are a source of ideas for nursery school. Each booklet gives explicit learning objectives. The categories include developing a self-image, developing the senses and perceptual acuity, developing language ability, concept formation, and problem solving.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 55/60

SUMMARY OF RATINGS:

BIAS: Acceptable

This material is extremely well balanced in terms of text and illustrations. They show males and females of all ages working with children of all backgrounds.

ACCURACY: 14/15

Material effectively states and supports their chosen educational philosophy. Does not really attempt to present other approaches.

APPROPRIATENESS: 14/15

The booklets provide much material for classroom discussion at the high school level. The language used may be a bit difficult for some students but the activities are well presented.

VERBAL AND VISUAL FLUENCY: 15/15

Material is very readable and interesting. It is also well supplemented by illustrations. Activities will achieve objectives in the cognitive and affective domains.

USEFULNESS AND VERSATILITY: 12/15

With guidance for some students, all of the activities could be used in a pre-school setting. The theory and concepts will need instructor clarification for most students; not an independent learning material.

ADDITIONAL COMMENTS:

Since planned activities to follow in the home are included, these booklets would also be useful for parent education.

TITLE

GUIDANCE OF THE YOUNG CHILD - SECOND  
EDITION

Louise Langford and Helene Rand

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CHILD CARE

PUBLISHER

John Wiley & Sons, Inc.  
605 Third Avenue  
New York, New York  
10016

YEAR PUBLISHED 1975

COST \$ 8.95

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TYPE OF MATERIAL:

A textbook, 281 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

A hard-covered text that presents basic facts concerning child development, and various points of view relative to child guidance. Guidance of handicapped children is also included.

READABILITY GRADE LEVEL:

Fry. Twelfth. (Ranges from 11th through college level).

OVERALL RATING:

USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The second edition is much improved over the first in this regard. Although it does not include pictures of adult males it is otherwise free of bias.

ACCURACY: 13/15

The information in the new edition is also more accurate. The content has been updated, and most of the principles stated are followed by helpful examples and illustrations.

APPROPRIATENESS: 12/15

The necessary areas of development are covered, but in language that seems complex for everyday use as a text with this target group. Condensing the written material would improve the format.

VERBAL AND VISUAL FLUENCY: 12/15

Assignment questions encourage critical thinking on the part of the student. The principle statements are in bold print which contributes to clarity of the content, but the general organization of the material is at times confusing.

USEFULNESS AND VERSATILITY: 10/15

Useful as a reference for the teacher, or for use with advanced students. Not likely to interest slow learners due to the extensive amount of reading. Reading level of the students would determine the usefulness of the material as a text, although it could be used for reference and selected reading assignments.



TITLE

DEVELOPMENT IN EARLY CHILDHOOD

D. Bruce Gardner

H  
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CHILD CARE

PUBLISHER

Harper & Row Publishers, Inc.  
#10 East 53rd Street  
New York, New York  
10022

YEAR PUBLISHED 1973

COST \$ 8.46

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TYPE OF MATERIAL:

A textbook, 394 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

A hard-covered text designed to provide a general introduction to the professional field of child development and to present a concise summary of development in the years before age six.

READABILITY GRADE LEVEL:

Fry. College Level.

OVERALL RATING:

USEFUL 42/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 15/15

The information is accurate and the material is pertinent.

APPROPRIATENESS: 9/15

The material is relevant, but the treatment is too comprehensive for the high school students with average reading levels.

VERBAL AND VISUAL FLUENCY: 10/15

The illustrations provided are good, but they are scant. There are no captions accompanying the pictures.

USEFULNESS AND VERSATILITY: 8/15

Would be best used as a reference for the teacher and students, or for college students.

TITLE

CHILD CARE AND DEVELOPMENT - SET 1

Elizabeth G. Mountain (consultant)

H  
E  
E

CHILD CARE

PUBLISHER

McGraw-Hill Films  
1221 Avenue of the Americas  
New York, New York  
10020

YEAR PUBLISHED 1971

COST \$ 66.00

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TYPE OF MATERIAL:

A set of four filmstrips with cassettes.

BRIEF DESCRIPTION OF MATERIAL:

This set of filmstrips and cassette tapes illustrates skills and information necessary for students learning to become competent in providing adequate care for babies and young children. Attention is given to recognizing play as a source of enjoyment and learning, proper clothing for children and recognition of nutritional needs. This set is part of a series containing two sets on infant care and development and two additional sets on child care and development.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although generally acceptable, the children and families shown all appear to be middle class.

ACCURACY: 13/15

The material is very basic and would be good for introductory purposes, but may need to be supplemented. Accurate for middle class, but may not apply to all groups of students as well.

APPROPRIATENESS: 10/15

Would be most appropriate for presentation at the beginning of a unit because of the basic nature of the material. Perhaps more appropriate for parent training or home economics classes, and would be excellent for presentation for session on baby-sitting.

VERBAL AND VISUAL FLUENCY: 12/15

The vocabulary is appropriate and the content is easy to follow, but it falls short of being thought-provoking or challenging for creative purposes.

USEFULNESS AND VERSATILITY: 11/15

The packaging is excellent, but the content is limited to middle class life-style. Would be useful to use with home economics classes with short units on particular subjects.



TITLE

CHILD GROWTH AND DEVELOPMENT - 4th EDITION

Elizabeth B. Hurlock

H  
E  
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CHILD CARE

PUBLISHER

McGraw-Hill Book Company  
Webster Division  
1221 Avenue of The Americas  
New York, New York  
10020

YEAR PUBLISHED 1970

COST \$ 9.77

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TYPE OF MATERIAL:

A textbook, 374 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

A revised text for students which presents a foundation of knowledge in the field of child development. Includes some of the newest and most widely accepted principles of infant care and approved methods of guiding the behavior of young children. Emphasis is placed on the foundation years, rather than through the school years.

READABILITY GRADE LEVEL:

Fry. Eleventh.

OVERALL RATING:

EXCELLENT 55/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The pictures are racially and sexually balanced. Fathers are shown interacting with children. The importance of equal roles within the family is stressed.

ACCURACY: 14/15

Clear and pertinent information based on recent research. The numerous illustrations are informative and useful.

APPROPRIATENESS: 14/15

The material is well suited for the secondary student. It introduces the basics necessary for the child care aide. There are discussion questions and activities at the end of each chapter.

VERBAL AND VISUAL FLUENCY: 14/15

Important information is printed in lavender boxes for emphasis. Visuals are numerous and attractive, and the chapters are well organized.

USEFULNESS AND VERSATILITY: 13/15

Good for use with students of varying levels of ability. The picture captions and summaries offset in color are very effective. Would be useful either as a text or a reference book in the child care course. The discussion questions and suggested activities are very helpful.

TITLE

FUN THINGS FOR LEARNING IN HOME ECONOMICS  
VOLUME I - PUZZLES

Gail Trapnell and Barbara J. Wilkie

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E  
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PUBLISHER

American Enterprises, Incorporated  
P.O. Box 10021  
Tallahassee, Florida  
32302

CHILD CARE

YEAR PUBLISHED 1974

COST \$ 3.00 Student Edition;

\$ 2.00 Teacher's Guide

TYPE OF MATERIAL:

A student booklet containing 85 pages of games and puzzles with a teacher's guide.

BRIEF DESCRIPTION OF MATERIAL:

Approximately 75 different puzzles are provided to give students "fun" activities for learning in the areas of clothing and textiles, food and nutrition, consumer education, home furnishings, child care and development, etc.

READABILITY GRADE LEVEL:

Fry. Low Eighth on the average. (Levels from mid-7th to high-10th grade, however, one extremely long sentence caused the readability level to skyrocket).

OVERALL RATING:

EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
No bias at all.

ACCURACY: 14/15

Information is current and covers some basics. Some instructions were somewhat unclear and not sufficiently concise.

APPROPRIATENESS: 12/15

Some of the terminology in the puzzle answers is too sophisticated for average and slow learners. Only 11 puzzles of the 75 or so in the booklet directly applied to the child care field.

VERBAL AND VISUAL FLUENCY: 12/15

The printing is quite small for reading, but the puzzle approach provides students with an introduction or review of vocabulary and concepts in a fun way. Headings for the puzzles would be helpful. It would also help if the teacher's manual were keyed to page numbers in the student manual.

USEFULNESS AND VERSATILITY: 12/15

Several puzzles are cut-outs, but are backed by other puzzles which would then be destroyed. The material would be more effective in a larger size. Some of the content is too complex but can be adapted to the level of the user. Innovative game ideas and classroom discussion could be stimulated by use of the material.

ADDITIONAL COMMENT:

The reviewing teachers would like to see more puzzles in the child care area.



TITLE

OBSERVING CHILDREN - A CHILD DEVELOPMENT  
MANUAL

Carol B. Quanty and Anthony Davis

H  
E  
E

CHILD CARE

PUBLISHER

Alfred Publishing Company, Inc.  
75 Channel Drive  
Port Washington, New York  
11050

YEAR PUBLISHED 1974

COST \$ 2.50

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TYPE OF MATERIAL:

A student manual of 179 pages.

BRIEF DESCRIPTION OF MATERIAL:

This manual is designed to be used for training students to observe and report on child behavior. Each unit discusses a certain area of child development and suggests a method for the student to employ in observing that particular area of behavior. The final chapter stresses the importance of observing a child as a whole person, subject to the forces of both environment and heredity.

READABILITY GRADE LEVEL:

Fry. Eleventh. (Varies from 8th grade to college level).

OVERALL RATING:

EXCELLENT 56/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Free of bias.

ACCURACY: 14/15

The information is clear and concise. There are one or two pages of pertinent written information at the beginning of each unit. Main points are stressed.

APPROPRIATENESS: 14/15

This manual covers a critical area for students in child care, but would need to be supplemented by more comprehensive materials pertaining to observation methods and techniques.

VERBAL AND VISUAL FLUENCY: 14/15

Visually pleasing. Summary questions at the end of each unit would encourage the development of critical thinking on the part of the students. Some clarification of vocabulary may be necessary.

USEFULNESS AND VERSATILITY: 14/15

Would be useful for pacing students individually, and could be used as a starting point for class discussion. The book is considered a value at the price. The spiral binding is an asset for student usage. Many critical areas of child care courses are tied together in this versatile book.

TITLE

THE AIDE IN EARLY CHILDHOOD EDUCATION

Vivian Edmiston Todd

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E  
E

CHILD CARE

PUBLISHER

Macmillan Company  
866 Third Avenue  
New York, New York  
10022

YEAR PUBLISHED 1973

COST \$ 7.50

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TYPE OF MATERIAL:

A reference book of 224 pages.

BRIEF DESCRIPTION OF MATERIAL:

This is a handbook for aides and parents on guiding young children. It includes theory, desired aide competencies and activities.

READABILITY GRADE LEVEL:

Fry. Twelfth. (Range is from 9th grade to college level.)

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The material was considered well balanced both racially and sexually.

ACCURACY: 14/15

The information and visuals were accurate and up-to-date. The duties of an aide are well-defined in many areas, but general definition of vocabulary and terms are needed.

APPROPRIATENESS: 12/15

For some people with experience, it could be used as a supplement. Could be used for teaching students to be aides, but there may be difficulty with reading and vocabulary.

VERBAL AND VISUAL FLUENCY: 12/15

The visuals are limited to cartoons and realistic sketches. The content follows a logical sequence of development in regard to the coverage of theory, aide competencies and creative suggestions for working with children, as well as specific activities to carry out.

USEFULNESS AND VERSATILITY: 14/15

The materials could be useful in training programs for aides and parents in classrooms. Creative activities, methods of organization and theory are included. Specific activities for teaching young children are directed toward seasons, holidays, basic concepts, spatial relationships and various other areas.



TITLE

DAILY SENSORIMOTOR TRAINING ACTIVITIES

Wm. T. Braley, G. Konicki, C. Leedy

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E  
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CHILD CARE

PUBLISHER

Educational Activities, Inc.  
Freeport  
Long Island,  
New York

YEAR PUBLISHED 1968

COST \$ 4.95

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TYPE OF MATERIAL:

A soft-covered handbook, 198 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

This manual presents sensori-motor activities for pre-school children. The main purpose is for use within an established curriculum in pre-school centers, rather than as a student text. It is adaptable for home use by parents. The activities are set up in the form of daily lesson plans with comprehensive evaluations at the end of each week's plans.

READABILITY GRADE LEVEL:

Fry. Fourth. (Ranges from 3rd through 6th grade readability level, but most passages are at the lower end of the range).

OVERALL RATING:

EXCELLENT 56/60

SUMMARY OF RATINGS:

BIAS: Acceptable

There is no bias in the material which was written to be of use with any or all children to develop sensory awareness and motor ability.

ACCURACY: 15/15

The content is not new, but neither is it likely to become outdated, due to the nature of the subject matter. Both illustrations and instructions for activities are very clear.

APPROPRIATENESS: 14/15

Explicit illustrations and clear directions make the material easily understood by all levels of students. Although not new, the material is important in recognizing the need for "education of the body", and providing means of accomplishing it through sensori-motor training.

VERBAL AND VISUAL FLUENCY: 13/15

The instructions and activities are very specific, with each activity building on the preceding one and leading to the next. This may limit the development of creativity in use of the book, but this design does make it suitable for use by a variety of personnel.

USEFULNESS AND VERSATILITY: 14/15

The book would be useful for use with slow learning, average or bright children. Activities progress from the simple to the complex. The material can also be utilized by child care students with a variety of abilities without much instruction from the teacher. Although geared for use with pre-school children, it can also be used for older special education children or learning disabled students.

TITLE

CREATIVE ACTIVITIES: A MANUAL FOR TEACHERS  
OF PRE-SCHOOL CHILDREN

Iris M. Silverblatt

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CHILD CARE

PUBLISHER

Creative Activities  
P.O. Box 16005  
Cincinnati, Ohio  
45216

YEAR PUBLISHED 1964

COST \$ Approximately \$3.00

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TYPE OF MATERIAL:

A 63 page, soft-cover, spiral bound sourcebook of activities.

BRIEF DESCRIPTION OF MATERIAL:

This is a collection of activities for pre-school children. The activities are organized into the categories of art, science, music, woodworking, dramatic plays, stories, water play, messy activities, trips and special activities.

READABILITY GRADE LEVEL:

Fry. Ninth. (Varies up to 11th grade in places).

OVERALL RATING:

EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Very matter-of-fact presentation of material does not lend itself to bias in any way.

ACCURACY: 13/15

The layout is very specific, with a description of the materials needed and the procedure to follow. It would be improved if more details in describing the methods were provided.

APPROPRIATENESS: 13/15

The material is pertinent and has brief theory sections before the activities. More instruction for the reader would be helpful.

VERBAL AND VISUAL FLUENCY: 10/15

The layout of each activity makes it easily comprehended by any level, but the material would be very limited in the direction of developing creativity or critical thought.

USEFULNESS AND VERSATILITY: 14/15

Would be best used by individual students who are planning activities for pre-school children. Would be particularly helpful for beginning students who are unfamiliar with activity planning. Follow-through activities could be added to increase detailing and organization.



TITLE

INTERNATIONAL HAIR STYLE OF THE MONTH

National Beauty Service

TI

COSMETOLOGY

PUBLISHER

National Beauty Service  
114 West Illinois Avenue  
Chicago, Illinois  
60610

YEAR PUBLISHED Current  
Monthly

COST \$ 55.00 yearly

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TYPE OF MATERIAL:

The material consists of monthly bulletins accompanied by posters.

BRIEF DESCRIPTION OF MATERIAL:

The monthly bulletin is used to keep subscribers informed about the current trends in hairstyling through the use of photo displays, styling tips and directions.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although the material was not considered biased, it was noted that to date it has not portrayed styles suitable to all hair structures.

ACCURACY: 12/15

Illustrations and instructions sometimes conflict.

APPROPRIATENESS: 11/15

The styles are good and current although the directions are a little difficult to follow. Some of the styles appeal to the students and some do not.

VERBAL AND VISUAL FLUENCY: 12/15

Roller placement and pin curl directions, moldings and finished products do not coincide at times, creating confusion for the student.

USEFULNESS AND VERSATILITY: 13/15

The material has multiple uses in the classroom. Make-up work, as well as styling, is included. Can be used for individual teaching.

TITLE

TELEPHONE TECHNIQUES FOR THE BEAUTY SALON

Harry R. Moon

TI

COSMETOLOGY

PUBLISHER

Milady Publishing Corporation  
3839 White Plains Road  
Bronx, New York  
10467

YEAR PUBLISHED 1972

COST \$ 55.00

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TYPE OF MATERIAL:

Loose-leaf notebook containing instructor's guide with cassettes, tape and filmstrip.

BRIEF DESCRIPTION OF MATERIAL:

The subject matter covered is proper use of telephone technique.

READABILITY GRADE LEVEL:

Not Applicable.

OVERALL RATING:

QUESTIONABLE 38/60

SUMMARY OF RATINGS:

BIAS: Acceptable

No bias was observed.

ACCURACY: 11/15

Incomplete for student use. More detail is needed.

APPROPRIATENESS: 10/15

Insufficient information for the maturity level of the majority of cosmetology students. The subject matter could be covered from a textbook instead.

VERBAL AND VISUAL FLUENCY: 9/15

The voice was annoying and sounded too "put on". The teachers thought it would encourage students to be disruptive, mocking the voice.

USEFULNESS AND VERSATILITY: 8/15

The quiz questions are too juvenile for cosmetology students - will keep them at "busy work," but will not provide a learning experience.

ADDITIONAL COMMENTS:

Boring, not worth the time or money. Needs to be more fully developed to be interesting. The material is lacking in professional quality.



TITLE

HAIR DESIGN AND FASHION

M. Cardwell

TI

COSMETOLOGY

PUBLISHER

Milady Publishing Company  
3839 White Plains Road  
Bronx, New York  
10467

YEAR PUBLISHED 1967

COST \$ 8.50

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TYPE OF MATERIAL:

A reference book, 290 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

This book contains a wealth of detailed information on a number of subjects, such as speech, organizing fashion shows, etc. It provides an excellent reference of timeless standards for creative hairstyling and fashion.

READABILITY GRADE LEVEL:

Fry. Eighth. (Varies from Sixth through Ninth Grade).

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although the material was considered sufficiently free of bias to justify classroom use, the reviewing teachers did feel there was a question of ethnic bias.

ACCURACY: 13/15

The material is up-to-date and accurate.

APPROPRIATENESS: 11/15

Vocabulary may be beyond slow and average learners, but it is an excellent book for upper level students and those who enjoy a challenge. Others will require teacher interpretation in order to make use of this book.

VERBAL AND VISUAL FLUENCY: 11/15

USEFULNESS AND VERSATILITY: 13/15

Will require that teacher select specific students who will get the most out of it. Excellent for the mature or highly motivated student, and could be useful as a supplement for extra work.

TITLE

ENCYCLOPEDIA OF HAIR CUTTING

Ross

TI

COSMETOLOGY

PUBLISHER

Milady Publishing Company  
3839 White Plains Road  
Bronx, New York  
10467

YEAR PUBLISHED 1974

COST \$ 15.00

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TYPE OF MATERIAL:

A reference book, 145 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

The text depicts all phases of modern haircutting with diagrams.

READABILITY GRADE LEVEL:

Fry. Seventh. (Sometimes readability goes as low as Fourth grade level).

OVERALL RATING:

EXCELLENT 60/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The material is generally acceptable, but only whites are pictured in the book.

ACCURACY: 15/15

Accurate information based upon current trends using scientific techniques for hair shaping. Many kinds of information included and it is handled well.

APPROPRIATENESS: 15/15

Readable and should be easily understood by all levels of students within the target group. The step-by-step description of the procedures are very useful.

VERBAL AND VISUAL FLUENCY: 15/15

The diagrams and pictures are self-explanatory and uncomplicated. The material should be easily understood since diagrams are excellent.

USEFULNESS AND VERSATILITY: 15/15

The book pulls together the bits and pieces of information in the field of hair shaping which represents a difficult task. The information compiled in this volume should be very useful for students of hair styling.



TITLE

ANATOMY OF A PERMANENT WAVE

J. H. Redding

TI

COSMETOLOGY

PUBLISHER

Milady Publishing Company  
3839 White Plains Road  
Bronx, New York  
10467

YEAR PUBLISHED 1967

COST \$ 14.95

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TYPE OF MATERIAL:

A reference book of 156 pages.

BRIEF DESCRIPTION OF MATERIAL:

In this book scientific method is applied to hair-dressing. By subscribing to the fundamental laws of science in hairdressing and applying them, the book shows how certain outcomes will be the result.

READABILITY GRADE LEVEL:

Fry. Ninth.

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable

A strictly scientific approach is taken.

ACCURACY: 14/15

Scientific and current knowledge on permanent waving is presented.

APPROPRIATENESS: 11/15

The material is teacher-oriented, but would provide excellent reference material for advanced students.

VERBAL AND VISUAL FLUENCY: 13/15

The content is simple and well-explained. Ideas are developed adequately and in a logical manner.

USEFULNESS AND VERSATILITY: 10/15

For those who can make use of the advanced knowledge contained in this book, it will prove very useful. Book is expensive for limited use.

ADDITIONAL COMMENTS:

The book promotes the idea of working scientifically, cooperating with nature rather than fighting against it. For example, it teaches the reader to use natural additives instead of artificial ones.

TITLE

STYLE - THE HAIRSTYLISTS HANDBOOK

Adele and S. Morris of London, England

TI

COSMETOLOGY

PUBLISHER

Milady Publishing Company  
3839 White Plains Road  
Bronx, New York  
10467

YEAR PUBLISHED 1965

COST \$ 7.25

TYPE OF MATERIAL:

A soft-cover reference book of 96 pages.

BRIEF DESCRIPTION OF MATERIAL:

The book provides basic information on hairstyle with illustrations which take the student step-by-step through the essentials of advanced hairstyling. The book has flip-chart type pages.

READABILITY GRADE LEVEL:

Fry. Seventh.

OVERALL RATING:

EXCELLENT 55/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The book is free of bias.

ACCURACY: 15/15

The information is presented in a clear and accurate manner, with easy-to-follow helpful hints in styling.

APPROPRIATENESS: 13/15

Excellent book which will be easy-to-follow for the average student. Content covered is necessary part of the course in cosmetology, reflecting 80% of the dollar brought into the average salon.

VERBAL AND VISUAL FLUENCY: 13/15

Good, clear diagrams, sufficiently detailed with flip-chart format. Pictures and visual aids are well done.

USEFULNESS AND VERSATILITY: 14/15

Very useful for any student in the field of cosmetology. Gives the learner a clear idea of what to expect in the material covered.



TITLE

CALL ME MISTER

Barry James

TI

PUBLISHER

Milady Publishing Company  
3839 White Plains Road  
Bronx, New York  
10467

COSMETOLOGY

YEAR PUBLISHED 1969

COST \$ 8.50

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TYPE OF MATERIAL:

Reference book, 375 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

This book may be considered as a man's guide to business and social success.

READABILITY GRADE LEVEL:

Fry. Eleventh. (Varies from Ninth to College level).

OVERALL RATING:

EXCELLENT 60/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
No bias at all.

ACCURACY: 15/15

The book is modern and the information is accurate and up-to-date.

APPROPRIATENESS: 15/15

The material is suitable and relevant to today's fashion needs, and all students are able to relate to it.

VERBAL AND VISUAL FLUENCY: 15/15

The book is easy to read, and includes self-explanatory charts and pictures.

USEFULNESS AND VERSATILITY: 15/15

Very helpful for both male and female students.

ADDITIONAL COMMENTS:

The teachers who reviewed the book considered it "a must" for any vocational library. The teachers who used it with their students reported that the students were all able to successfully make use of the material.

TITLE

ARTISTRY IN MEN'S HAIR STYLING

TI

COSMETOLOGY

PUBLISHER

Milady Publishing Company  
3839 White Plains Road  
Bronx, New York  
10467

YEAR PUBLISHED 1973

COST \$ 4.25

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TYPE OF MATERIAL:

A 43 page reference book.

BRIEF DESCRIPTION OF MATERIAL:

Descriptive presentation of the basic principles  
in selecting hair patterns appropriate for men.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The material is free of bias.

ACCURACY: 13/15

Up-to-date, but the procedure is vague and  
questionable. Steps should be listed but are not.

APPROPRIATENESS: 11/15

Excellent for advanced training and knowledge,  
but should be for barbers, since the law prohibits  
cosmetologists from barbering men's hair.

VERBAL AND VISUAL FLUENCY: 13/15

Concise, simple, good illustrations, and very well organized. Procedure section is poor, since steps are not spelled out.

USEFULNESS AND VERSATILITY: 10/15

Good for barbers and may be of interest to advanced students, but does not provide knowledge for cosmetologists. A good value for the money, but could soon be out-dated.

ADDITIONAL COMMENTS:

A good booklet for schools with uni-sex license or barbers on campus, but of limited value for cosmetologists, since they are legally prohibited from barbering men's hair.



TITLE

SPACE AND FORM HAIR DESIGN

Coline T. Martin

TI

COSMETOLOGY

PUBLISHER

Space and Form Design Publishers  
Box 97  
Strathmore, California  
93267

YEAR PUBLISHED 1970

COST \$ 7.50 Book; \$3.75 Workbook

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TYPE OF MATERIAL:

Reference book plus workbook; a teacher's unit is also available.

BRIEF DESCRIPTION OF MATERIAL:

The book presents design principles for the advanced student stylist.

READABILITY GRADE LEVEL:

Fry. Ninth. (Varied from low Seventh through College-one passage at College level affected the average).

OVERALL RATING:

EXCELLENT 51/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The material is free of bias.

ACCURACY: 15/15

The content is very up-to-date with nicely detailed illustrations.

APPROPRIATENESS: 10/15

Particularly well done for the upper level students. Likely to be challenging for other groups as well.

VERBAL AND VISUAL FLUENCY: 15/15

Very well organized. Diagrams are logically and attractively presented. Likely to stimulate the mature student to expand his or her knowledge of high styling.

USEFULNESS AND VERSATILITY: 11/15

The material is inexpensive and durably packaged. Teacher must select the basic work for the student.

TITLE

COSMETOLOGY - KEYSTONE GUIDE TO BEAUTY  
CULTURE

Anthony B. Colletti

TI

PUBLISHER

Keystone Publications, Inc.  
1657 Broadway  
New York, New York  
10019

COSMETOLOGY

YEAR PUBLISHED 1972

COST \$ 6.30 Hardcover Text

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TYPE OF MATERIAL:

Hardcover textbook with 287 pages (also available in paperback edition). This is part of a multi-media system which includes a teacher's reference, practice hairstyles, transparencies, film strips, and slides.

BRIEF DESCRIPTION OF MATERIAL:

This textbook is part of a unified package which attempts to combine principles and methods by covering the basics of cosmetology. Only the text was examined in depth.

READABILITY GRADE LEVEL:

Fry. Twelfth.

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although the material is generally acceptable, it was noted that only whites are shown.

ACCURACY: 11/15

Clear presentation. The practice hairstyles are an asset but need a specific cut mannequin. The material is incomplete if the state syllabus is followed.

APPROPRIATENESS: 13/15

Throughout the book the "why" as well as the "how" of the various practical operations is explained. Good for slow learners and for purposes of self study.

VERBAL AND VISUAL FLUENCY: 14/15

Good layout and colorful material. Good for slow learners, but senior students find it immature.

USEFULNESS AND VERSATILITY: 10/15

Suitable for slow students. All of the visual aids are reproductions of text pictures, and therefore boring and useless. The material is extremely repetitious and expensive.



TITLE

PREPARING FOR AN INTERVIEW

J.C. Penney Co.

TI

PUBLISHER

J. C. Penney Company  
1301 Avenue of the Americas  
New York, New York  
10019

COSMETOLOGY

YEAR PUBLISHED 1974

COST \$ 6.00

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TYPE OF MATERIAL:

A six minute film strip, accompanied by a record or audio type and a script.

BRIEF DESCRIPTION OF MATERIAL:

Well organized material on job interviews, presented in a modern and attractive manner.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 60/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The material is free of bias.

ACCURACY: 15/15

The material attempts to teach students the positive approach to getting a job.

APPROPRIATENESS: 15/15

Terminology and language used are appropriate to the subject area.

VERBAL AND VISUAL FLUENCY: 15/15

Clear, well-defined material presented in a logical manner. Interesting and well-done. Well-modulated voice.

USEFULNESS AND VERSATILITY: 15/15

Can be used by all vocational classes. Students can use the materials on their own.

TITLE

STANDARD TEXTBOOK OF COSMETOLOGY

Constance V. Kibbie

TI

PUBLISHER

Milady Publishing Company  
3839 White Plains Road  
Bronx, New York  
10467

COSMETOLOGY

YEAR PUBLISHED 1972

COST \$ 9.25

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TYPE OF MATERIAL:

Textbook, 494 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

A practical course on the scientific fundamentals of beauty culture for students and practicing cosmetologists. Contains an extensive glossary of cosmetology terms, and each chapter is followed by a series of review questions. A correlated workbook is also available.

READABILITY GRADE LEVEL:

Fry. Tenth.

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Relatively free of bias, but mostly geared toward white, women cosmetologists.

ACCURACY: 12/15

As timely and up-to-date as it is possible to keep a text in a field that is constantly and rapidly changing.

APPROPRIATENESS: 12/15

Some overly detailed areas (e.g., human anatomy) and some complex terminology could be condensed or eliminated.

VERBAL AND VISUAL FLUENCY: 11/15

As good as any textbook, but falls short of motivating and stimulating students. Illustrations and procedures could be more realistic. The material would be more motivating to students if it had more relevance to real experience.

USEFULNESS AND VERSATILITY: 13/15

Will have to be used at a very slow pace with much teacher assistance for students with reading difficulties or learning problems.

ADDITIONAL COMMENTS:

The text is academically superior, according to one reviewing teacher. Some of the criticisms noted above are not really the fault of the text, since state mandated teaching requirements determine much of the content. If the state changed some antiquated laws and requirements the text too, could be altered. The teachers consider it the best text available, but noted that there hasn't been much available for comparison.



TITLE

WORKBOOK FOR BEAUTY CULTURE THEORY

TI

PUBLISHER

Milady Publishing Company  
3839 White Plains Road  
Bronx, New York  
10467

COSMETOLOGY

YEAR PUBLISHED 1972

COST \$ 4.83

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TYPE OF MATERIAL:

Workbook, 150 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

A paper covered workbook designed to cover theory. It is intended for use with the Standard Textbook of Cosmetology.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Not biased at all.

ACCURACY: 11/15

Some of the material goes into too much depth, including information that is nice to know, but not absolutely necessary in the practice of cosmetology. Some of the examination questions are ambiguous.

APPROPRIATENESS: 12/15

The workbook is appropriate since trade terms must be taught. It is very well coordinated with the text.

VERBAL AND VISUAL FLUENCY: 12/15

The content is thought-provoking and easy to follow. More writing space is needed for answers. Many illustrations.

USEFULNESS AND VERSATILITY: 13/15

Excellent for independent study or for use with large groups. Helpful for slow learners. The cover could be more durable.

TITLE

PRACTICAL BEAUTY CULTURE WORKBOOK

TI

COSMETOLOGY

PUBLISHER

Milady Publishing Company  
3839 White Plains Road  
Bronx, New York  
10467

YEAR PUBLISHED 1972

COST \$ 4.83

---

TYPE OF MATERIAL:

Workbook, 214 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

Paper covered workbook on practical cosmetology, covering the material in the Standard Textbook of Cosmetology put out by the same publisher.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 43/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Completely free of bias.

ACCURACY: 12/15

Generally accurate, but needs to be up-dated.

APPROPRIATENESS: 10/15

Not very motivating, but is a tool for helping students learn the subject matter.

VERBAL AND VISUAL FLUENCY: 10/15

Lacks eye appeal, few illustrations.  
Dull and boring.

USEFULNESS AND VERSATILITY: 11/15

Questions are concise and include multiple choice, which is used exclusively on State Board exams, so the students can get some practice handling these kinds of questions. Useful for students who need extra work or for make-up assignments.

ADDITIONAL COMMENTS:

Although there is general lack of enthusiasm for the workbook, it is accepted as a useful tool. One teacher remarked that it is the best workbook available with the exception of the revised 1974 edition.



TITLE

PERSONAL HYGIENE FOR BUSINESS

TI

COSMETOLOGY

PUBLISHER

Milady Publishing Company  
3839 White Plains Road  
Bronx, New York  
10467

YEAR PUBLISHED 1971

COST \$ 65.00

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TYPE OF MATERIAL:

Twenty-seven slides, cassette tape and teacher's guide with questions and answers.

BRIEF DESCRIPTION OF MATERIAL:

A trip on the light side of a heavy subject, using animals and color, but containing factual and up-to-date information. Illustrates the difference between a well-groomed, successful beautician and one that is not so successful.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable

No bias in the material.

ACCURACY: 13/15

The material is detailed, current, correct and clear.

APPROPRIATENESS: 13/15

Important for students before starting to work on patrons. Helps to make personal hygiene more interesting, and avoids creating embarrassment about a sometimes painful subject.

VERBAL AND VISUAL FLUENCY: 13/15

Clear, attractive, well animated.  
Contributes to the development of critical  
thought on a delicate subject. Refreshing,  
delightful, will stimulate conversation with  
laughter.

USEFULNESS AND VERSATILITY: 13/15

Most useful for young, beginning  
students. May be used for individualized  
instruction.

ADDITIONAL COMMENTS:

The reviewing teachers recommended it for use  
only with the beginning, young students.

TITLE

CLAIROL PROFESSIONAL ENCYCLOPEDIA OF  
HAIRCOLORING

Clairol, Inc.

TI

PUBLISHER

Clairol, Inc.  
345 Park Avenue  
New York, New York  
10022

COSMETOLOGY

YEAR PUBLISHED 1974

COST \$ 4.25

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TYPE OF MATERIAL:

A reference book of 214 pages, plus periodic supplements.

BRIEF DESCRIPTION OF MATERIAL:

Complete textbook of tinting, lightening, corrective techniques and hair care. Professional case histories are included, which analyze and provide solutions to the many problems encountered.

READABILITY GRADE LEVEL:

Fry. Tenth.

OVERALL RATING:

EXCELLENT 58/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Produced by Clairol and promotes Clairol brand products throughout (identified by Clairol labels). However, the material contained in the book is basic knowledge which is applicable to all hair coloring products.

ACCURACY: 15/15

Excellent. Accurate, timely, and kept up-to-date by periodic supplements which are added as new products and techniques are developed.

APPROPRIATENESS: 15/15

Detailed, concise and relevant. Geared to the novice as well as the experienced professional. Challenging in that Clairol products are also sold non-professionally, and since hair coloring is popular with teenagers, it is important to keep cosmetology students at least abreast of, and preferably ahead of, the mass consumer.

VERBAL AND VISUAL FLUENCY: 13/15

Excellent presentation of material. The student who is interested and motivated will be able to make use of book procedures and problem solutions. More illustrations would be helpful.

USEFULNESS AND VERSATILITY: 15/15

The material can be adapted for a variety of uses. It can be used for individual study, and as review or reference material in the classroom. It can also be used for everyday clinical reference.



TITLE

HAIR STRUCTURE AND CHEMISTRY

A. H. Powett

TI

COSMETOLOGY

PUBLISHER

Milady Publishing Company  
3839 White Plains Road  
Bronx, New York  
10467

YEAR PUBLISHED 1972

COST \$ 7.00 Textbook; \$4.83 Workbook

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TYPE OF MATERIAL:

A varied set of materials, including textbook, workbook, transparencies, a flip chart, lesson plan and exam reviews. Only the textbook and workbook were examined in depth.

BRIEF DESCRIPTION OF MATERIAL:

Contributes a measure of understanding about the chemistry of hair structure and what the chemicals do on the hair. It is extremely technical.

READABILITY GRADE LEVEL:

Fry. Eighth.

OVERALL RATING:

QUESTIONABLE 36/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Unbiased material.

ACCURACY: 12/15

Some obsolete material which may have been revised in the newer edition.

APPROPRIATENESS: 7/15

Too complex and difficult to understand for most students. Appropriate for advanced study only.

VERBAL AND VISUAL FLUENCY: 11/15

The material is well presented, but this is not a common interest subject. The material is likely to be boring and overly detailed for the average cosmetology student. Two-color printing with numerous illustrations.

USEFULNESS AND VERSATILITY: 6/15

The material is most useful for advanced work or to help the teacher answer "why" questions. Good for teachers, but not very useful for students in general.

TITLE

CHARISMA I and II

Leo Passage Inc.

TI

COSMETOLOGY

PUBLISHER

Pivot Point International, Inc.  
1791 West Howard Street  
Chicago, Illinois  
60626

YEAR PUBLISHED 1972

COST \$ 3.60 Quick Service I

\$ 6.00 Long Hair Book II

TYPE OF MATERIAL:

Two reference books, one 48 pages, the other 52 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

A step-by-step consideration of the elements of beauty, such as hair, make-up, diet, clothing, etc. Fashion oriented. Aims at the coordinated look.

READABILITY GRADE LEVEL:

Fry. Eleventh for the first book. (Varies from Eighth through College level).

Fry. Sixth for the second book. (Varied and goes as low as Fourth at times).

OVERALL RATING:

EXCELLENT 55/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although the reviewing teachers found these books generally acceptable, they noted that only young, white women are represented.

ACCURACY: 14/15

Good basic, current information. Emphasis upon fashion and the young, thin, "today" look.

APPROPRIATENESS: 14/15

General knowledge on total beauty care is important, but not necessary in cosmetology education, although it is nice to have.

VERBAL AND VISUAL FLUENCY: 14/15

A fresh approach, attractive design and layout. Contributes to the development of creativity, since students like doing long hair with the aid of this book.

USEFULNESS AND VERSATILITY: 13/15

May be a little expensive, but can be used to motivate students. Easy to understand and the students enjoy the "mod" approach.



TITLE

TRANSPARENCIES FOR COSMETOLOGY THEORY

TI

PUBLISHER

Milady Publishing Company  
3839 White Plains Road  
Bronx, New York  
10467

COSMETOLOGY

YEAR PUBLISHED \_\_\_\_\_

COST \$ 110.00

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TYPE OF MATERIAL:

Forty-five transparencies for overhead projector contained in a loose-leaf binder.

BRIEF DESCRIPTION OF MATERIAL:

Subject matter covered in the transparencies is theory of bacteriology; sterilization and sanitation; anatomy of the face, head and hands; and histology of the skin, hair and nails.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 54/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The material is free of bias.

ACCURACY: 15/15

Current information, sufficiently detailed to avoid misinterpretation.

APPROPRIATENESS: 14/15

Overly detailed for some students, but the students must know this information to be able to pass State Board exams.

VERBAL AND VISUAL FLUENCY: 12/15

Excellent teaching aid. Clear presentation, but one color only.

USEFULNESS AND VERSATILITY: 13/15

Can be projected by students and studied individually. Each transparency mounted on heavy paper and the binder is very convenient for storage.

TITLE

LESLIE UGGAMS BEAUTY BOOK

Leslie Uggams and Marie Fenton

TI

PUBLISHER

Milady Publishing Company  
3839 White Plains Road  
Bronx, New York  
10467

COSMETOLOGY

YEAR PUBLISHED 1971

COST \$ 6.50

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TYPE OF MATERIAL:

A reference book, 168 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

An up-to-date book for classroom use which deals with the achievement of charm, poise, and confidence.

READABILITY GRADE LEVEL:

Fry. Eighth.

OVERALL RATING:

EXCELLENT 55/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The material is free of bias.

ACCURACY: 14/15

The content is clear and sufficiently detailed to prevent misinterpretation.

APPROPRIATENESS: 13/15

Relevant and challenging to the student. Students like the contemporary style of language used in the book.

VERBAL AND VISUAL FLUENCY: 14/15

The text is attractive and is developed in a logical manner.

USEFULNESS AND VERSATILITY: 14/15

Interesting pointers for students which may be used outside of classroom as well as in. Students of varying abilities can use the material, which is good for ego-building.

ADDITIONAL COMMENTS: "A goody for rainy days". This book would be especially good to purchase for target groups with a number of black students.



TITL

THE ART OF MODERN HAIR STRAIGHTENING,  
WAVING AND CURLING

Frances Nichols

TI

COSMETOLOGY

PUBLISHER

Milady Publishing Company  
3839 White Plains Road  
Bronx, New York  
10467

YEAR PUBLISHED 1969

COST \$ 3.25

TYPE OF MATERIAL:

Pamphlet.

BRIEF DESCRIPTION OF MATERIAL:

The booklet is designed to assist the student in learning the science and art of hair straightening.

READABILITY GRADE LEVEL:

Fry. Tenth.

OVERALL RATING:

UNACCEPTABLE 33/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
Free of bias.

ACCURACY: 8/15

Incomplete, incorrect and out-of-date.

APPROPRIATENESS: 9/15

Not needed. Has been taken right out of the old edition of the revised standard text.

VERBAL AND VISUAL FLUENCY: 9/15

Run-of-the-mill. Illustrations are difficult to follow and outdated.

USEFULNESS AND VERSATILITY: 7/15

Unnecessary. Already contained in the textbook.

ADDITIONAL COMMENTS:

The teachers agree that they would not purchase this material and feel that it should not be on the market at all. In fact, they have labeled it in capital letters, "RIP-OFF".

TITLE

FACIAL TREATMENT -- PART I

TI

COSMETOLOGY

PUBLISHER

Scott Education Division  
Customer Service Department  
104 Lower Westfield Road  
Holyoke, Massachusetts  
01040

YEAR PUBLISHED 1972

COST \$ 24.00

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TYPE OF MATERIAL:

A color super 8mm film loop.

BRIEF DESCRIPTION OF MATERIAL:

A short silent film on facial massage and its use in preserving a healthy skin. Written instructions accompany the film. Part II is available at the same price, but was not reviewed.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

UNACCEPTABLE 28/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although generally acceptable in terms of bias, it is noted that only teenage models of one race are depicted in the film.

ACCURACY: 9/15

Not realistic. Patron appears uncomfortable, since model is not properly seated and no head rest is provided. Materials and supplies placed on station in front of patron - poor preparation displayed. Generally incomplete and insufficiently detailed content.

APPROPRIATENESS: 8/15

Content of Part I covers very small part of a complete facial. Would conflict with the average instructor's procedure.

VERBAL AND VISUAL FLUENCY: 6/15

Inconvenient to read instructions and watch film at the same time. Lacks organization. Confusing. The content could be demonstrated more clearly by the individual teacher.

USEFULNESS AND VERSATILITY: 5/15

Of limited use. Could be used for individual instruction with average or above average student, since it requires simultaneous reading and viewing.

ADDITIONAL COMMENTS:

It has not proved to be effective with students according to the two teachers who have tried it out.



TITLE

AN ADVANCED SCHOOL TRAINING PROGRAM IN  
PROFESSIONAL PERMANENT WAVING

TI

COSMETOLOGY

PUBLISHER

Realistic Company  
3274 Beekman  
Cincinnati, Ohio  
45225

YEAR PUBLISHED 1962

COST \$ 30.00

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TYPE OF MATERIAL:

Flip chart, student lesson sheets, and a teacher's manual.

BRIEF DESCRIPTION OF MATERIAL:

Simplified, complete manual for classroom instruction in permanent waving. Covers the fundamentals from hair structure through reaction of hair during processing and waving. The illustrated flip chart, which accompanies the manual is an enlarged version of the illustrations in the manual. The material also includes student lesson sheets and illustrations for duplication.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 58/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The manual is published by the Realistic Company, but the amount of advertising included is very minimal.

ACCURACY: 14/15

The content of the manual is clear, objective, accurate and complete. Excellent basic material, timely and up-to-date, in that basic knowledge of hair and waving theory has been constant. However, it is lacking in the area of new concepts and trends in permanent waving, which should be introduced through further supplements.

APPROPRIATENESS: 15/15

The material is broken down into short and simple segments of basic permanent waving, to be used as supplement to general theory. The material is within the grasp of students with short attention span or reading difficulties due to this breakdown and the illustrations.

VERBAL AND VISUAL FLUENCY: 14/15

The material is superb for fundamental, basic knowledge, but unlike newer trend methods, it is unlikely to stimulate creativity. The contents of the teacher's manual are complete and concise and easy to present to students. The illustrations contained in the flip charts are valuable as a teaching aid.

USEFULNESS AND VERSATILITY: 15/15

This is excellent supplementary material, easily reproduced and readily adaptable to meet varying needs through individualized instruction.

TITLE

PRECISION HAIR STYLING

Virginia Farrell

TI

PUBLISHER

Milady Publishing Company  
3839 White Plains Road  
Bronx, New York  
10467

COSMETOLOGY

YEAR PUBLISHED 1967

COST \$ 10.50

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TYPE OF MATERIAL:

A 45 page book in the form of a flip chart,  
8-1/2" x 11" in size, which can be set up and used as an easel.

BRIEF DESCRIPTION OF MATERIAL:

The book covers three kinds of haircuts and ten  
different hairstyles. Permanent waving is also included.  
There is an illustrated glossary.

READABILITY GRADE LEVEL:

Fry. Beginning Sixth Grade level.

OVERALL RATING:

EXCELLENT 57/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The material is not biased in any way.

ACCURACY: 14/15

The content is accurate, current and clear.  
Basic details are covered using terminology of the  
past as well as the present.

APPROPRIATENESS: 14/15

Easy to understand for basic instruction.  
The slower student will enjoy the "how to" pictures  
and the more advanced student will move more rapidly  
through the lessons.

VERBAL AND VISUAL FLUENCY: 14/15

Clear black and white pictures. Simple and effective presentation. A pictorial shaping, set and style chart is included.

USEFULNESS AND VERSATILITY: 15/15

Useful for all levels of students. Sturdy cover, heavy paper. The flip chart style is very good for individual student situations.



TITLE

NATIONAL HAIRDRESSER'S AND COSMETOLOGIST  
FASHION TREND RELEASE

TI

COSMETOLOGY

PUBLISHER

National Hairdresser's and Cosmetologist  
Association, Inc.  
3510 Olive Street  
St. Louis, Missouri  
63103

YEAR PUBLISHED 1975

COST \$ 60.00 for Twice-Yearly Publication

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TYPE OF MATERIAL:

A periodical publication and slide presentation  
issued twice yearly.

BRIEF DESCRIPTION OF MATERIAL:

These materials are made up for licensed cosmetologists that belong to the National Hairdresser's Association to instruct them of the current trend for the coming season in hairstyles. It is not necessary to be a member to purchase the material.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 58/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although generally acceptable; all of the reviewing teachers commented on age discrimination. Only very young models were shown.

ACCURACY: 15/15

Reflects up-to-date hair fashions. Always current.

APPROPRIATENESS: 15/15

Would be expected to be motivating for all students, including the slower learners.

VERBAL AND VISUAL FLUENCY: 14/15

Very explicit. Clear and well detailed.  
Creative and exciting presentation.

USEFULNESS AND VERSATILITY: 14/15

Use of the material depends upon students' ability to read directions. For some, repetition or reinforced instruction may be necessary until they can master the material.

TITLE

FUNDAMENTALS OF SELLING

Wingate and Nolan

TI

PUBLISHER

Milady Publishing Company  
3839 White Plains Road  
Bronx, New York  
10467

COSMETOLOGY

YEAR PUBLISHED 1969

COST \$ 6.00

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TYPE OF MATERIAL:

A reference book, 579 pages in length, accompanied by a workbook.

BRIEF DESCRIPTION OF MATERIAL:

This book provides a good reference source for both teacher and student. It highlights effective selling as it takes place in business today.

READABILITY GRADE LEVEL:

Fry. Eleventh. (Varies from Seventh through College level).

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable  
The material is free of bias.

ACCURACY: 14/15  
Current and realistic.

APPROPRIATENESS: 13/15  
Many ideas which may be expected to help the learner develop a greater degree of confidence. Would be effective in teaching senior shop management.

VERBAL AND VISUAL FLUENCY: 12/15

Many important facts are included as part of the content but the book is not as attractive as it could be.

USEFULNESS AND VERSATILITY: 13/15

Usefulness will depend on the maturity level of the student. It would be a good book for the highly motivated student; but for others, the teacher will have to read, explain and pull out sections for use.



TITLE

NATURAL HAIR CARE

Mary Lee and Suzanne Perelman

TI

COSMETOLOGY

PUBLISHER

Straight Arrow Books  
625 Third Avenue  
San Francisco, California  
94107

YEAR PUBLISHED 1973

COST \$ 3.00

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TYPE OF MATERIAL:

A soft-cover reference book, 92 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

This book contains stories about hair care, done in comic book format. Included are stories about Basic Hair Care, Hairsplitting, Children's Hair, etc.

READABILITY GRADE LEVEL:

Fry. Eighth.

OVERALL RATING:

EXCELLENT 60/60

SUMMARY OF RATINGS:

BIAS: Acceptable

No bias was observed in this book.

ACCURACY: 15/15

The information provided is current and relevant. Information about natural products and how and why to use them is provided.

APPROPRIATENESS: 15/15

All levels of students can be motivated to learning factual material easily with this approach.

VERBAL AND VISUAL FLUENCY: 15/15

The pictorial approach to presenting scientific information should be stimulating for the needs of many of today's students.

USEFULNESS AND VERSATILITY: 15/15

It is useful to have at least one pictorial, yet factual piece of material for students to relate to.

ADDITIONAL COMMENTS:

The material supports the current trend of using less expensive, natural products.

TITLE

BEAUTICIANS GUIDE TO BEAUTY, CHARM AND  
POISE

Ruth Tolman

TI

PUBLISHER

Milady Publishing Company  
3839 White Plains Road  
Bronx, New York  
10467

COSMETOLOGY

YEAR PUBLISHED 1964 COST \$ 7.17

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TYPE OF MATERIAL:

A reference book, 356 pages long.

BRIEF DESCRIPTION OF MATERIAL:

The book contains basic material on personality  
development and fundamentals of good grooming.

READABILITY GRADE LEVEL:

Fry. Sixth.

OVERALL RATING:

EXCELLENT 57/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The material is free of bias.

ACCURACY: 14/15

The book is clear, concise and accurate.  
The information is very well put together.

APPROPRIATENESS: 14/15

Appropriate for helping train cosmetologists  
in developing personality and leadership ability.

VERBAL AND VISUAL FLUENCY: 14/15

Excellent format, clear pictures. The book is complete, easy to understand and interesting.

USEFULNESS AND VERSATILITY: 15/15

Useful for students at all ability levels.

ADDITIONAL COMMENTS:

Two of the four reviewing teachers had used this book in the classroom and found it to be very successful. One of them considered it the best available material on basic personality development and grooming.



TITLE

CAREERS IN BEAUTY AND FITNESS

TI

COSMETOLOGY

PUBLISHER

Pathescope Educational Films, Inc.  
71 Wayman Avenue  
New Rochelle, New York  
10802

YEAR PUBLISHED 1974

COST \$ 46.00

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TYPE OF MATERIAL:

A set of two filmstrips with two audio tapes,  
accompanied by a printed script.

BRIEF DESCRIPTION OF MATERIAL:

The presentation is modern and up-to-date including  
material appropriate for people of varied ethnic backgrounds.  
The musical accompaniment has the "sound of today" about it.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 60/60

SUMMARY OF RATINGS:

BIAS: Acceptable.

Completely free of bias. Modern black shops  
and black operators are shown.

ACCURACY: 15/15

The material is very current and reflects  
present-day attitudes toward physical fitness and  
beauty.

APPROPRIATENESS: 15/15

Deals with the aspect of physical fitness  
as an occupational requirement which is important  
because of the strenuous requirements of work as a  
cosmetologist.

VERBAL AND VISUAL FLUENCY: 15/15

Uses modern up-to-date language which is colorfully representative. Expected to be stimulating to thought and creativity.

USEFULNESS AND VERSATILITY: 15/15

May be useful to the other occupational education programs due to its emphasis on the need for physical fitness. The reviewing teachers considered the material well done for the money and worth buying.

TITLE

YOUR FUTURE IN BEAUTY CULTURE

L. M. Gele

TI

COSMETOLOGY

PUBLISHER

Milady Publishing Company  
3839 White Plains Road  
Bronx, New York  
10467

YEAR PUBLISHED 1970

COST \$ 4.50

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TYPE OF MATERIAL:

A reference book, 190 pages in length.

BRIEF DESCRIPTION OF MATERIAL:

This book provides expert guidance regarding the choice of beauty culture as a career. State Board requirements and reciprocity regulations are included.

READABILITY GRADE LEVEL:

Fry. College.

OVERALL RATING:

EXCELLENT 56/60

SUMMARY OF RATINGS:

BIAS: Acceptable.  
Free of bias.

ACCURACY: 15/15

The detailed information presented is both realistic and up-to-date.

APPROPRIATENESS: 12/15

Covers a variety of situations of importance to the cosmetologist. Student would need to read well to make good use of this book.

VERBAL AND VISUAL FLUENCY: 14/15

Contributes to critical thought on the part of the student.

USEFULNESS AND VERSATILITY: 15/15

Complete information on state requirements is provided. This information will be very useful for any student considering a career in cosmetology.

ADDITIONAL COMMENTS:

The advantages and drawbacks of a career in cosmetology are explored. One of the few books that deals with the specific situation of black stylists' shops dealing with mostly black patrons.



TITLE

RETAILING - 1st. EDITION

Gerald Pintel and Jay Diamond

DE

PUBLISHER

Prentice-Hall, Inc.  
Englewood Cliffs,  
New Jersey  
07632

YEAR PUBLISHED 1971

COST \$ 10.95

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TYPE OF MATERIAL:

A hard cover textbook.

BRIEF DESCRIPTION OF MATERIAL:

This comprehensive text is an introduction to retailing. It provides the techniques and theory necessary for retail middle management employment. An overview of the subject includes organizational structure, merchandising practice and procedures, promotional activities, and store planning and control.

READABILITY GRADE LEVEL:

Fry. High Twelfth.

OVERALL RATING:

UNACCEPTABLE 30/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Very little bias was noticed by the reviewers though there was mention of some sex-role stereotyping with reference to salesmen.

ACCURACY: 10/15

The material seemed realistic but was slightly less than current in approach.

APPROPRIATENESS: 7/15

The teachers who reviewed this book agreed that both the language and the content are too advanced for a high school text.

VERBAL AND VISUAL FLUENCY: 6/15

The books layout is apparently cluttered and unattractive. It has small type size and few illustrations which are only black and white. In addition, it is wordy.

USEFULNESS AND VERSATILITY: 7/15

The format and difficulty of this text make it suitable only as a reference book.

ADDITIONAL COMMENTS:

The evaluators questioned whether the text should even have been included as a high school text for evaluation, since it is so clearly unsuitable.

TITLE

RETAILING PRINCIPLES AND PRACTICES - 6th  
EDITION

Richert, Meyer, Haines and Harris

DE

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1974

COST \$ 7.00

TYPE OF MATERIAL:

A hard cover text of 615 pages.

BRIEF DESCRIPTION OF MATERIAL:

This text covers six basic areas of Distributive Education: career development, serving the customer, selling, operations and management, merchandising, and sales promotion. Each area is broken into four parts: getting started, adjusting to the job, learning a specialty, and looking ahead.

READABILITY GRADE LEVEL:

Fry. Twelfth.

OVERALL RATING:

USEFUL 43/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The five reviewers agreed that there was no apparent bias in the book. It was noted that efforts had been made by the publisher to avoid such prejudices.

ACCURACY: 12/15

The material is current, clear, and complete in most respects. The emphasis on career areas enhances the approach to each topic.

APPROPRIATENESS: 11/15

The language of the text is somewhat complex for the target population.

VERBAL AND VISUAL FLUENCY: 10/15

The reviewers thought the verbal material adequate in its appeal, but not really stimulating. There were some questions regarding the slightly unusual arrangement of the units and the paging. There are many illustrations.

USEFULNESS AND VERSATILITY: 10/15

As a supplement or reference, the book would have its uses. Useful as an introduction to Distributive Education but not as a textbook.

ADDITIONAL COMMENTS:

Two reviewers had used the book in the classroom.



TITLE

BUSINESS PRINCIPLES AND MANAGEMENT - 6th  
Edition

Shilt, Everard and Johns

DE

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED

1973

COST \$ 6.18

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TYPE OF MATERIAL:

Textbook of 664 pages with charts and illustrations.

BRIEF DESCRIPTION OF MATERIAL:

The text covers the business and economic environment and the major organizational functions of a business: marketing, purchasing, production, finance, administration, and personnel. One unit is devoted to management functions and another to government regulation and taxation.

READABILITY GRADE LEVEL:

Fry. Upper Twelfth.

OVERALL RATING:

USEFUL 40/60

SUMMARY OF RATINGS:

BIAS: Acceptable

In the illustrations there is no male-female, black-white balance and also some dominance of the white male in management levels.

ACCURACY: 12/15

The material is generally objective but conceptual in nature and it is therefore difficult to apply strict criteria of accuracy. Recent advances in computer technology have made the information processing section somewhat dated.

APPROPRIATENESS: 9/15

Concepts and illustrations would be difficult for the average high school student to comprehend. The material goes beyond the scope of a general Distributive Education course.

VERBAL AND VISUAL FLUENCY: 9/15

The layout and design of the text is good.

USEFULNESS AND VERSATILITY: 10/15

Because the emphasis of the text is on principles and abstract concepts of business organization, the reviewer's felt that its usefulness as a supplementary text for Distributive Education students is limited.

ADDITIONAL COMMENTS:

It was felt that the text was equally appropriate for courses in Business Education or Introduction to Economics.

TITLE

MERCHANDISING MATHEMATICS

P. A. Carlo, D. H. Murphy

DE

PUBLISHER

Delmar Publishers  
Box 5087  
Albany, New York  
12205

YEAR PUBLISHED 1967

COST \$ 2.43 Book; \$1.25 Guide

TYPE OF MATERIAL:

This soft-cover workbook of 136 pages with a perforated text booklet of 28 pages is accompanied by a teacher's guide.

BRIEF DESCRIPTION OF MATERIAL:

The arithmetical skills required of today's retail store employee are covered in units on such topics as discount pricing, sales checks, etc. The student's ability is determined in the first unit with a quiz followed by a review of math fundamentals. Each of the units includes an explanation of the subject, a sample problem, and practice problems. The test booklet contains a test for each of the main subject areas.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 54/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The numerical nature of the book removes most possibility of bias from consideration. Wording does occasionally refer to both "he" and "she".

ACCURACY: 14/15

The information content and examples are true-to-life and consistent with the current business approach to merchandising math. There is sufficient detail and the content is easily understood.

APPROPRIATENESS: 13/15

The quiz in the first unit to determine the student's ability would seem an effective method of seeing just how appropriate the material is. For the student with an already established interest in math, the text should encourage good work habits, despite the somewhat dry nature of the subject.

VERBAL AND VISUAL FLUENCY: 12/15

The step by step development of the material is good and easy to follow. The design is simple with development to more difficult material proceeding in a logical, steady fashion.

USEFULNESS AND VERSATILITY: 14/15

The teachers who reviewed this workbook agreed on the versatility of the material. They suggested its use for students from entry level in Distributive Education up to post-graduate level and for either individual or group study. Courses in Business and Consumer Education could also use such a systematic, practical approach to the mathematics of merchandising.



TITLE

YOU AND FOOD MARKETING

Julian H. Handler

DE

PUBLISHER

Profit Press, Inc.  
400 East 89th Street  
New York, New York  
10028

YEAR PUBLISHED 1968

COST \$ 1.25

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TYPE OF MATERIAL:

A paperback book of 94 pages.

BRIEF DESCRIPTION OF MATERIAL:

This historical study of the food industry presents chapters on producing, marketing, processing, packaging, transporting, merchandising, and research.

READABILITY GRADE LEVEL:

Fry: Average Ninth. The average was lowered because of one passage at the Seventh readability level. Two other passages were Tenth and Eleventh.

OVERALL RATING:

USEFUL 38/60

SUMMARY OF RATINGS:

BIAS: Acceptable

There was enough sexual and racial bias in the illustrations though not in the written material) to put two of the five teachers off about using the book in the classroom.

ACCURACY: 9/15

Since its publication many new techniques have developed in the food industry leaving the book somewhat dated. It also lacks a problem-oriented approach and seems to dwell only on the positive side of food marketing.

APPROPRIATENESS: 10/15

This paperback is suitable primarily as supplemental reading for those exploring the food industry.

VERBAL AND VISUAL FLUENCY: 10/15

For the typical Distributive Education student, this text should provide easy and interesting reading.

USEFULNESS AND VERSATILITY: 9/15

This book's usefulness is probably limited to supplementary reading or to the student individually researching the food industry. The paperback binding will also cut down the length of usage. Home Economics and Consumer Education courses could possibly make use of it.

TITLE

GETTING DOWN TO BASICS ABOUT ADVERTISING

DE

PUBLISHER

Proctor and Gamble Educational Services  
2261 Spring Grove Avenue  
Cincinnati, Ohio  
45214

YEAR PUBLISHED 1974

COST \$ 7.00

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TYPE OF MATERIAL:

Set of filmstrip, record, student pamphlets (eight pages), wall chart, and teacher's manual to be used in a coordinated fashion.

BRIEF DESCRIPTION OF MATERIAL:

A presentation of broadcast advertising as part of the marketing cycle using sample T.V. commercials.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Three out of four teachers who reviewed this kit felt that the materials were sufficiently free of advertising bias despite the use of the distributor's own products as demonstration.

ACCURACY: 13/15

The presentation is accurate and up-to-date, but it ignores the appeal to subconscious or non-rational buying motives frequently used by the advertising media.

APPROPRIATENESS: 13/15

The materials are very relevant to the study of Broadcast Media Advertising. However, many ads illustrated are about Proctor and Gamble products (toiletries, etc.) and thus do not tie in with the automotive and apparel industries as suggested in the new N.Y. State D.E. syllabus.

VERBAL AND VISUAL FLUENCY: 12/15

The verbal and visual aspects are well coordinated and fairly easy to follow. One reviewer felt that the filmstrip has a lot of material which comes on a bit too fast.

USEFULNESS AND VERSATILITY: 12/15

The kit was considered adaptable to courses in Consumer Education, Business Education, and Career Education as well as D.E. and also to varying classroom formats.

ADDITIONAL COMMENTS:

Two of the four reviewers had used the materials in their classrooms.



TITLE

DISTRIBUTIVE EDUCATION SERIES # U250 -  
KNOW YOUR PRODUCT

DE

PUBLISHER

Universal Education and Visual Arts  
221 Park Avenue South  
New York, New York  
10003

YEAR PUBLISHED \_\_\_\_\_

COST \$ 68.00

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TYPE OF MATERIAL:

Set of eight filmstrips, records and teacher's guide.

BRIEF DESCRIPTION OF MATERIAL:

The individual strips in this Distributive Education series on Sales cover the following areas: selling as a career, economics of selling, your person and personality, know your product, why people buy, techniques in selling, objectives and objections, and new horizons in selling.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

QUESTIONABLE 36/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Three of the four reviewers felt that the films were sufficiently free of bias to use in the classroom. However, there were comments that they are somewhat sexually biased with continual referrals to the salesperson as "he".

ACCURACY: 10/15

The materials seemed correct enough but there were too many generalities.

APPROPRIATENESS: 9/15

The presentation was thought to be too complex and difficult for secondary students to comprehend. Selected students already employed in selling could possibly find some value in the films.

VERBAL AND VISUAL FLUENCY: 8/15

All the reviewers agreed that the strips were boring, and were restricted to an academic appraisal of the subject with poor audiovisual coordination. The speaker was not only verbose, but his monotone was thought to certainly put most students to sleep.

USEFULNESS AND VERSATILITY: 9/15

Although the material deals fairly well with sources of product information it was considered too deep in theory to be of much use for the average student.

ADDITIONAL COMMENTS:

While the overall rating fell within the "useful" range, it was at the bottom of that range. The reviewers were in agreement that the cost was expensive for its very limited potential use.

TITLE

WHO DO I WANT TO BE WHEN I GROW UP

Larry Wilson

DE

PUBLISHER

DECA Supply Company  
221 Park Avenue  
Arlington,  
Virginia

YEAR PUBLISHED \_\_\_\_\_

COST \$ 12.50

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TYPE OF MATERIAL:

One cassette tape.

BRIEF DESCRIPTION OF MATERIAL:

In the tape, Larry Wilson speaks to a regional collegiate DECA group on knowing oneself and its importance in interpersonal relationships. He emphasizes the need for personal growth and identity as opposed to conformity and habits of seeking security. The role of mental health and self-acceptance in personal and business effectiveness is also discussed. The tape is liberally spiced with humorous anecdotes.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 41/60

SUMMARY OF RATINGS:

BIAS: Acceptable

There is some ethnic bias and sex-role stereotyping in the comical references, and here the reviewers differed. Several felt that the humor added to the effectiveness of the presentation despite the apparent bias, while one worried that some minority or female students could be offended, and the tape should therefore not be used in the classroom.

ACCURACY: 11/15

The reviewers noted that while the psychological content seemed conceptually accurate, interpretations must necessarily be subjective and vary with each person's experience. One reviewer felt that the jokes only confused complex psychological factors rather than clarifying.

APPROPRIATENESS: 10/15

The message is highly relevant but the questionable language may limit the usefulness of this tape to a mature audience.

VERBAL AND VISUAL FLUENCY: 10/15

Speaker is dynamic and entertaining, but jokes and side comments obscure message at times. Too much wandering lengthens speech and student attention could be lost.

USEFULNESS AND VERSATILITY: 10/15

The tapes may not be appreciated by all students, but the intent of the message is relevant for all. If the presentation seems too long to hold the attention, students can use the cassette for independent listening.



TITLE

AN INSIDE JOB

DE

PUBLISHER

Allied Stores, Inc.  
The Chartmakers  
New York, New York

YEAR PUBLISHED Unknown

COST \$ Free

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TYPE OF MATERIAL:

Filmstrip and record.

BRIEF DESCRIPTION OF MATERIAL:

This industry-made filmstrip done in cartoon form to discuss shortages in retail sales operation. It depicts how losses occur due to theft and employee error.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Reviewers found the filmstrip barely acceptable in this respect since no minorities were pictured, women were shown in very traditional roles, and older people were "put down".

ACCURACY: 12/15

Filmstrip is on the verge of having some items antiquated as modern registering procedures are introduced. All-women departments make it look outdated.

APPROPRIATENESS: 13/15

May be used with a variety of student populations and is a good motivator. One reviewer felt that some students would find it immature.

VERBAL AND VISUAL FLUENCY: 13/15

Cartoon format is clever and would appeal to most learners. Language contains a lot of slang but is still easy to follow.

USEFULNESS AND VERSATILITY: 14/15

Since material is free, the appeal is obviously increased. Filmstrip could be used in various ways with many types of students.

TITLE

CAREER INFORMATION UNIT FOR DISTRIBUTIVE  
EDUCATION

DE

PUBLISHER

Distributive Education Materials Lab  
at Ohio State  
1885 Neil Avenue  
115 Townshond Hall  
Columbus, Ohio

YEAR PUBLISHED 1973

COST \$ 2.50

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TYPE OF MATERIAL:

A student manual of 200 pages.

BRIEF DESCRIPTION OF MATERIAL:

This career exploration handbook helps students explore the occupational clusters as laid out in the revised New York State Distributive Education Curriculum. Within each career area are listed various job titles and also numerous project activities that are intended to encourage students to research their career choice. A teacher's manual is also available separately but is not rated here.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 11/15

The content is accurate and current.  
However, the suggested activities tend to be  
a bit unrealistic.

APPROPRIATENESS: 11/15

Not only does this student manual use the career cluster concept recommended by the revised New York State Distributive Education curriculum, but it also makes a direct attack on the problem of helping students explore occupations and achieve career direction.

VERBAL AND VISUAL FLUENCY: 10/15

Students may have some difficulty in grasping the structure of Distributive occupations. On the other hand, the worksheets used in exploring occupations are simple in design and thought-stimulating.

USEFULNESS AND VERSATILITY: 12/15

Rather than providing data on occupations directly, the book directs students to other sources of information. For this reason, it may be useful as a complementary text. Though the soft cover limits its durability, the cost is reasonable.



TITLE

NOTHING HAPPENS UNTIL SOMEBODY SELLS  
SOMETHING

Red Motley

DE

PUBLISHER

Sales Success Unlimited  
7436 Cornell Avenue  
St. Louis, Missouri  
63130

YEAR PUBLISHED \_\_\_\_\_

COST \$ 6.95

TYPE OF MATERIAL:

A record.

BRIEF DESCRIPTION OF MATERIAL:

This recording of a talk by Mr. Red Motley given to professional salesmen stresses his philosophy that a salesman is not a "need fulfiller" but a "want creator".

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 42/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 11/15

The material is realistic on the function of the salesman, but somewhat opinionated which is not surprising considering its intent as a motivational speech.

APPROPRIATENESS: 11/15

Asking the "why" of salesmanship is fundamental. This record should stimulate any student seriously interested in a sales career. It is appropriate for the target group.

VERBAL AND VISUAL FLUENCY: 10/15

The dynamic presentation and use of examples effectively holds the attention making up for the length which may be excessive for high school students. The lack of accompanying visual material also detracts.

USEFULNESS AND VERSATILITY: 10/15

This record has a definite and valuable place in the classroom, despite the fact that some portions go beyond the scope of the class-work and that it is designed for a mature audience. It could be used to teach consumer education, retail-wholesale marketing, and a post-secondary salesmanship course.

ADDITIONAL COMMENTS:

Three of the teachers who reviewed the record had used it in the classroom.

TITLE

THE CASHIER

The Chase Manhattan Bank

DE

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey 08520

YEAR PUBLISHED 1975

COST \$ 2.44

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TYPE OF MATERIAL:

A text workbook of 88 pages.

BRIEF DESCRIPTION OF MATERIAL:

This book can be used alone or in conjunction with the "Cashier" series of five filmstrips and a teacher's manual. It is designed as a self-study manual for retail cashiers and includes sections on the cashier's job, cash handling, credit cards, customer identification, and counterfeit currency.

READABILITY GRADE LEVEL:

Fry. Average Eighth. (Two samples were Eleventh level. One sample at the Fourth level brought the average down too low).

OVERALL RATING:

USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable

No bias was found in the publication.

ACCURACY: 13/15

Accuracy was found to be very high. The material was also judged quite current but noticeably lacking motor skill activities such as drill in the operation of a cash register.

APPROPRIATENESS: 12/15

The content was relevant and challenging but concerned only a limited part of the total Distributive Education curriculum.

VERBAL AND VISUAL FLUENCY: 12/15

The illustrations at each step of the way made the text clear, concise and easy to follow as well as stimulating.

USEFULNESS AND VERSATILITY: 10/15

While the text could not stand alone as a manual for cashier trainees, its value as an individual or group teaching tool was high for either specialized or general Distributive Education instruction. It was also considered useful for courses in general business or economics.



TITLE

ADVERTISING AND DISPLAYING MERCHANDISE

Samson

DE

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1967

COST \$ 4.28

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TYPE OF MATERIAL:

A combination soft cover text-workbook of 218 pages.

BRIEF DESCRIPTION OF MATERIAL:

Principles and practices of merchandising through advertising and display are presented here along with a series of projects designed to stimulate the student.

READABILITY GRADE LEVEL:

Fry. Eleventh and Twelfth.

OVERALL RATING:

USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Acceptable

There were few illustrations, though none of them show members of minority groups, and no indications of sex or racial bias in the content.

ACCURACY: 12/15

While the information is up-to-date and accurate enough, the workbook section lacks clear-cut instructions for individual use.

APPROPRIATENESS: 11/15

The vocabulary and content are more appropriate for the instructor than for the student, and in case of any revision, the target population should be kept uppermost in mind.

VERBAL AND VISUAL FLUENCY: 10/15

The format should be more attractive in order to capture the attention of the general Distributive Education student and to stimulate future interests.

USEFULNESS AND VERSATILITY: 11/15

With the instructor's assistance in the selection of relevant sections, individuals or small groups could effectively utilize this book in the study of one unit within a general Distributive Education course.

ADDITIONAL COMMENTS:

Of the three reviewers, two had used the material in classroom instruction.

TITLE

MARKETING AND DISTRIBUTION - 2nd EDITION

Mason, Rath, Ross

DE

PUBLISHER

McGraw-Hill Book Company  
Gregg/Community College Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1974

COST \$ 8.96 Textbook; \$3.50 teacher's  
manual

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TYPE OF MATERIAL:

A textbook of 576 pages; the teacher's manual is available separately.

BRIEF DESCRIPTION OF MATERIAL:

This basic text covers most aspects of marketing and distribution including advertising, retailing, pricing, etc.

READABILITY GRADE LEVEL:

Fry. College.

OVERALL RATING:

EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Though the illustrations are free of sex-role stereotyping, the content is not. The salesperson is still a "man".

ACCURACY: 13/15

With the exception of a too brief unit on shoplifting, the content is as accurate and timely as possible, giving rapidly changing market conditions.

APPROPRIATENESS: 13/15

The content is important and necessary to the subject as well as being written in a fluent and easy-to-understand style.

VERBAL AND VISUAL FLUENCY: 13/15

The numerous charts and graphs are effective teaching tools. Changing the color of the print on certain paragraphs when emphasis is desired is also a good idea. The format is generally attractive.

USEFULNESS AND VERSATILITY: 11/15

This book may prove easily adaptable to adult education Distributive Education classes. The project assignments can be used with small groups or in individual study.



TITLE

FUN THINGS FOR LEARNING IN MARKETING/  
DISTRIBUTION

Barbara J. Wilkie

DE

PUBLISHER

American Enterprises Incorporated  
P.O. Box 10021  
Tallahassee, Florida  
32302

YEAR PUBLISHED 1974

COST \$ 3.00

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TYPE OF MATERIAL:

A book of puzzles with 83 pages which includes an answer key.

BRIEF DESCRIPTION OF MATERIAL:

Many types of puzzles and crosswords are used to manipulate and review concepts in marketing and distribution.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The content of the material excludes the possibility of bias.

ACCURACY: 11/15

The content reviewed by means of the puzzles is accurate, current in information, and realistic. However, because terminology must be forced into the structure of the puzzles, there is some potential for misinterpretation. In addition, this may not be understood by some students without explanation.

APPROPRIATENESS: 12/15

The content of marketing and distribution is made challenging and interesting to the general high school student by the use of puzzles. It is a highly appropriate method.

VERBAL AND VISUAL FLUENCY: 12/15

Urban students especially might find this book appealing. One disadvantage of the puzzle method is that the relationship of one puzzle to another is necessarily fragmented, and the ideas therefore do not flow smoothly.

USEFULNESS AND VERSATILITY: 9/15

The protection of this volume of puzzles by copyright means that each student must have a copy at \$3.00 each. The cost is too high. Otherwise, the material is extremely versatile in any instructional environment and self-motivating, as well. Students of Consumer Education could also make use of this book.

TITLE

SELLING FASHION APPAREL

Eleanor Mullikin

DE

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1971

COST \$ 4.28

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TYPE OF MATERIAL:

This combination text and workbook has six sections in 125 pages.

BRIEF DESCRIPTION OF MATERIAL:

Fashion cycles, textiles, and selling techniques are among the subjects treated. Exercises at the end of each unit and suggested projects complement the written content.

READABILITY GRADE LEVEL:

Fry. Twelfth.

OVERALL RATING:

USEFUL 39/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Because only two illustrations in the whole book show members of minority groups, one individual disagreed with the above "acceptable" rating given the book by the other two reviewers in regard to racial bias.

ACCURACY: 10/15

The fashions shown are not very up-to-date and, in addition, the field of teen fashions is left out entirely. Knits and the more recently developed fabrics have also been omitted.

APPROPRIATENESS: 9/15

The target population for this book seems to be the middle and upper class of suburbia. The textiles shown are of the more expensive variety. Urban influence is lacking in the content as well as in the illustrations.

VERBAL AND VISUAL FLUENCY: 10/15

The appeal and organization of the material is evidently adequate, while the many illustrations required by the nature of the subject should automatically stimulate interest.

USEFULNESS AND VERSATILITY: 10/15

For a survey course, this text contains too much depth and detail, though students specializing in Apparel could find it valuable for individual or small group study. The exercises at the end of each unit are quite suitable as are the special projects included in the second half of the book. One reviewer suggested calling on department store salespeople as consultants in the use of this text.



TITLE

FUNDAMENTALS OF SELLING - 9th Edition

Wingate and Nolan

DE

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1969

COST \$ 7.96 Textbook; \$2.24 Workbook;  
\$.40 Tests

TYPE OF MATERIAL:

This set of materials includes a 595 page text, workbook, and tests.

BRIEF DESCRIPTION OF MATERIAL:

The fundamentals of personal selling, both wholesale and retail, are presented in the text.

READABILITY GRADE LEVEL:

Fry. College. The long sentences are made up of many multi-syllabic words.

OVERALL RATING:

USEFUL 42/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Reference is made throughout the text to minority groups, and the illustrations show both male and female workers. There is no apparent bias in the material.

ACCURACY: 12/15

The content is current with industry standards and the information fairly complete. However, the book lacks any emphasis on the application of methods presented.

APPROPRIATENESS: 10/15

Most high school Distributive Education students, the "target population", would probably be put off by the large numbers of charts and graphs and might also find the heavy language a bit meaningless. However, they could benefit easily from the workbook which requires little teacher supervision.

VERBAL AND VISUAL FLUENCY: 9/15

From both the visual and the verbal aspect, the overall appeal of the text is weak. It needs vigorous improvement in layout if it is going to stimulate any minds.

USEFULNESS AND VERSATILITY: 11/15

The versatility of the book is limited by the necessity of the teacher to restructure and put the information on the students' level. If left as it stands, it is probably suitable for only a minimal number of students. The workbook, on the other hand, is far more useful. The set was recommended for use in business or junior colleges.

TITLE

THE ANATOMY OF A SALE

DE

PUBLISHER

Sears, Roebuck and Company  
Consumer Information Services  
Dept. 703 - Public Relations  
Chicago, Illinois  
60611

YEAR PUBLISHED 1972

COST \$ Initial Distribution was Free

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TYPE OF MATERIAL:

This set of materials available as a unit includes one filmstrip, a record, and a teacher's guide containing student activities such as puzzles.

BRIEF DESCRIPTION OF MATERIAL:

The unit which is aimed at both the consumer and the salesperson introduces the steps involved in a sale. Various sales approaches are presented as well as deceptive tactics such as "bait and switch". The consumer has a role: making effective use of the salesman who is presented as a professional.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Acceptable

No bias was found in the material. There was a good mix of various ethnic groups as well as both sexes depicted as sales staff in the filmstrip.

ACCURACY: 12/15

The strip is as accurate as many sales texts, up-to-date, and honest in its presentation of the interests of both salesperson and customer. However, a few basic selling techniques were not dealt with.

APPROPRIATENESS: 12/15

The content is appropriate to both consumer and retail salesperson as target populations. Additionally, it could be used in Consumer Education as well as in Distributive Education.

VERBAL AND VISUAL FLUENCY: 11/15

While the animation and graphics are good, the film is a bit too long for one sitting. It has a tendency to bore, because of the announcer's monotone, and lacks a musical accompaniment.

USEFULNESS AND VERSATILITY: 11/15

In summarizing the entire sales process, the filmstrip presents more material than the student may be able to absorb. Better use of it might be made as an overview at the end of a sales unit.



TITLE

HOW TO PUT ACTION INTO YOUR SALES

Chuck Lapp

DE

PUBLISHER

Success Motivation Institute, Inc.  
P.O. Box 7614  
Waco, Texas

YEAR PUBLISHED 1962

COST \$ 6.95

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TYPE OF MATERIAL:

A 33-1/3 RPM phonograph record with instructor's booklet.

BRIEF DESCRIPTION OF MATERIAL:

The record uses a question-answer approach to describe retail sales techniques. The style is typical Madison Avenue with the commercial approach used in the 60's.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 43/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Only salesmen are discussed.

ACCURACY: 12/15

Material is somewhat dated by the period in which it was produced but still useable.

APPROPRIATENESS: 11/15

Provides a narrow representation of the subject matter. May be a little too professional for high school students.

VERBAL AND VISUAL FLUENCY: 10/15

Records tend to be monotonous. A few ideas are treated in a redundant fashion.

USEFULNESS AND VERSATILITY: 10/15

Rather limited as to when and how to use. Might be of more use with adults.

TITLE

DISTRIBUTIVE EDUCATION WORK-EXPERIENCE  
MANUAL

Patrick A. Carlo, Dennis H. Murphy, and  
Wesley R. Scott

DE

PUBLISHER

Delmar Publishers  
Box 5087  
Albany, New York  
12205

YEAR PUBLISHED 1970

COST \$ 3.78

TYPE OF MATERIAL:

This is a student manual of 220 pages which includes an instructor's guide.

BRIEF DESCRIPTION OF MATERIAL:

This is a workbook designed for students who are employed in a work experience program. Tear-out projects and reports consist of questions which the student must answer by reference to other texts or instructional materials and apply them to the business in which he is employed. There is little content presented.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

Questionable 38/60

SUMMARY OF RATINGS:

BIAS: Acceptable

There were no indications of sex role or racial bias in this fairly straight-forward handbook.

ACCURACY: 11/15

The content of instructions on the use of the manual is clear and complete with no assistance from the teacher necessary. The various employment situations possible for work-study students are provided for in the layout of the book which is quite up-to-date.

APPROPRIATENESS: 11/15

Working students could use the workbook on an independent study basis. Heavy reliance is placed on the learner to seek answers to the problems presented.

VERBAL AND VISUAL FLUENCY: 10/15

The design of the manual is not particularly attractive although simple and straightforward. Because the material's effectiveness depends on the student's initiative, it should lead to the development of critical and creative thought.

USEFULNESS AND VERSATILITY: 6/15

Outside of the work-study experience, the book is almost useless and its applicability to the general D.E. classroom is therefore low. Moreover, it seems designed more to assist the coordinator in administering the work experience program than as a comprehensive learning tool. Much of the material could be duplicated locally on separate sheets without need of a published book at its considerable cost. Adult Education retraining programs could perhaps make use of the material.



TITLE

BASIC SALESMANSHIP

John Ernest

DE

PUBLISHER

McGraw-Hill Book Company  
Gregg/Community Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1969

COST \$ 3.25 Workbook

\$ 2.50 Teacher's manual

TYPE OF MATERIAL:

A soft-cover student manual/workbook, with 128 pages. A teacher's manual can be purchased separately.

BRIEF DESCRIPTION OF MATERIAL:

This manual is designed for self-study and includes vocabulary, questions, and projects for students to progress in a logical sequence. It is one in a series of 17 books.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 13/15

Still provides up-to-date information but some statements reflect a limited point of view.

APPROPRIATENESS: 14/15

Should be used in conjunction with other manuals - together they cover the subject matter content thoroughly. Material is appropriate for high school students.

VERBAL AND VISUAL FLUENCY: 12/15

Manual is easy to follow and the answers are included. Not unusually attractive or challenging.

USEFULNESS AND VERSATILITY: 9/15

May be too complex for some students who don't read well. To be effective it must be used as part of the series. Soft cover is not durable.

TITLE

BASIC SALESMANSHIP TRANSPARENCIES

H.R. Chesire

DE

PUBLISHER

Colonial Films, Inc.  
70 Fairlie Street, N.W.  
Atlanta, Georgia  
30303

YEAR PUBLISHED 1967

COST \$ 40.00

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TYPE OF MATERIAL:

Set of 21 overhead transparencies.

BRIEF DESCRIPTION OF MATERIAL:

This series of transparencies depict the steps in a sale. Color and cartoon characters are used to reinforce basic selling principles.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 12/15

Drawings may be a little out-of-date, but material is accurate and clearly presented.

APPROPRIATENESS: 13/15

The very core concepts in Distributive Education are presented in a format which could be adaptable for many learners.

VERBAL AND VISUAL FLUENCY: 12/15

Color and cartoons are used effectively. These are well made transparencies. The material itself is not challenging but must be used imaginatively by the teacher.

USEFULNESS AND VERSATILITY: 13/15

Content of material limits its use but visual material can be used in a variety of ways.



TITLE

HOW A TELEVISION COMMERCIAL IS MADE

DE

PUBLISHER

Texaco, Inc.  
135 East 42nd Street  
New York, New York  
10017

YEAR PUBLISHED 1974

COST \$ Free

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TYPE OF MATERIAL:

This set of three items packaged together contains a 33-1/3 RPM 7" record, 30 student pamphlets, and a ditto-master for reproduction of storyboard layout sheets.

BRIEF DESCRIPTION OF MATERIAL:

The material is intended to carry T.V. commercial production from its original conception through storyboard production to the finished film or videotape ready for broadcasting.

READABILITY GRADE LEVEL:

Fry. College.

OVERALL RATING:

QUESTIONABLE 37/60

SUMMARY OF RATINGS:

BIAS: Acceptable

There was a bias toward the distributor's own advertising, which some may find objectionable, since the materials were provided by the Texaco Oil Company as instructional tools.

ACCURACY: 10/15

The student pamphlets describe how a storyboard for a T.V. commercial is made, but the content is not complete enough to enable the students to make their own storyboards.

APPROPRIATENESS: 9/15

Without a video section the materials must be very carefully presented and coordinated by the teacher for them to be understandable at all.

VERBAL AND VISUAL FLUENCY: 9/15

The record script is confusing. Lack of visuals make the concepts difficult to understand.

USEFULNESS AND VERSATILITY: 9/15

A special advanced section of TV advertising could possibly use this kit with personal direction by the teacher, but it is not worthwhile for general classroom use. Since the material is free, it could be obtained if this special need exists.

TITLE

RETAIL SELLING

Bodle and Corey

DE

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1972

COST \$ 8.24 Textbook; \$3.00 Teacher's  
Manual

TYPE OF MATERIAL:

A textbook of 432 pages; the teacher's manual is available separately.

BRIEF DESCRIPTION OF MATERIAL:

This book is designed to stand as the main source covering the fundamentals of retailing for a Distributive Education I program.

READABILITY GRADE LEVEL:

Fry. Tenth level. The sentence structure is somewhat uneven.

OVERALL RATING:

EXCELLENT 53/60

SUMMARY OF RATINGS:

BIAS: Acceptable

A good mix of ethnic backgrounds is shown.

ACCURACY: 14/15

Given changing marketing conditions, the text contains up-to-date, accurate, and complete information. However, it lacks coverage of stock security and shoplifting.

APPROPRIATENESS: 14/15

The reading level is challenging enough to stimulate, but still appropriate for the tenth and eleventh grade student.

VERBAL AND VISUAL FLUENCY: 13/15

The material contains a good number of pictures to hold the interest, and the paragraphs have bold-type headings making the organization of content easy to follow.

USEFULNESS AND VERSATILITY: 12/15

A variety of classroom formats are suitable to the end-of-chapter assignments.



TITLE

MATERIALS HANDLING: TRAFFIC AND  
TRANSPORTATION

Tyler and Corenthal

DE

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1970

COST \$ 7.16 Textbook; \$2.00 Teacher's

Manual

TYPE OF MATERIAL:

A textbook of 312 pages; a teacher's manual is available separately.

BRIEF DESCRIPTION OF MATERIAL:

The book shows various ways of handling materials from receiving to shipping.

READABILITY GRADE LEVEL:

Fry. Ninth.

OVERALL RATING:

QUESTIONABLE 38/60

SUMMARY OF RATINGS:

BIAS: Unacceptable

Except for one illustration, no women are shown in jobs nor mentioned in the job descriptions.

ACCURACY: 12/15

For entry level jobs, the information is accurate, current, and relatively complete for its narrow scope.

APPROPRIATENESS: 9/15

This text is applicable only for the specific jobs included in the description, "materials handling".

VERBAL AND VISUAL FLUENCY: 7/15

The blue print used in this book instead of the conventional black is difficult to read and eventually hard on the eyes. Illustrations show package slips, shipping orders, sample memos, and the details of a check-off system.

USEFULNESS AND VERSATILITY: 9/15

Because of its limited scope, this text is useful only as a reference and definitely not as a classroom text. However, the material could possibly be used for Adult Education Retraining.

ADDITIONAL COMMENTS:

The suggestion was made that with training by consultants from local companies, teachers could make some effective use of the material.

TITLE

NEWSPAPER ADVERTISING

DE

PUBLISHER

International Film Bureau, Inc.  
332 South Michigan Avenue  
Chicago, Illinois  
60604

YEAR PUBLISHED 1971

COST \$ 80.00 for package of 5

(Available separately)

TYPE OF MATERIAL:

Filmstrip accompanied by a record and a teacher's guide. Four other filmstrips are available in the series but were not reviewed.

BRIEF DESCRIPTION OF MATERIAL:

The film presented newspaper advertising in use by consumers; its preparation by retailers; and parts of the advertisement such as headlines, illustrations, copy, and standing detail. It ends with a brief description of careers.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 12/15

The information was accurate though a bit on the technical side. The illustrations of ads were slightly old.

APPROPRIATENESS: 12/15

The materials are very appropriate to the fundamentals of advertising. The good presentation of basics was thought stimulating and should provide incentive to actual work in ad layout.

VERBAL AND VISUAL FLUENCY: 10/15

The ideas and concepts are well presented, organized, and to the point, but the speaker's voice becomes boring. Overall, the strip lacks excitement.

USEFULNESS AND VERSATILITY: 10/15

The film would be best used as an introduction to ad layout work, in the middle of the advertising unit. The teacher's guide is moderately complete. One reviewer thought the entire package of five strips and five records too expensive.



TITLE

ADVERTISING, 1972 AND ADVERTISING ANSWER  
BOOK

University of Texas at Austin

DE

PUBLISHER

University of Texas at Austin  
Division of Extension  
Instructional Materials  
Austin, Texas 78712

YEAR PUBLISHED 1972

COST \$ 4.50 Manual; \$2.50 Answer  
Book

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TYPE OF MATERIAL:

This soft-cover student manual of 113 pages is accompanied by an answer book, permitting students to check their own work.

BRIEF DESCRIPTION OF MATERIAL:

Designed for independent study, the text attempts to cover broad topics and some technical aspects of advertising. Chapters are devoted to advertising image, role in the American economy, market research methods, advertising in a company, the agency, the media, the press, direct mail, basic layout and design, and technology and advertising.

READABILITY GRADE LEVEL:

Fry. 12th The material varies from 10th through college level.

OVERALL RATING:

QUESTIONABLE 36/60

SUMMARY OF RATINGS:

BIAS: Acceptable

There seemed to be some white-male dominance in occupational areas.

ACCURACY: 10/15

The material is relevant and up-to-date but dogmatic and academic in its approach.

APPROPRIATENESS: 10/15

While suggested projects direct students to more practical applications, the material itself is difficult, theoretical and not particularly stimulating to the high school student.

VERBAL AND VISUAL FLUENCY: 8/15

Poor design, heavy text emphasis, and inadequate illustrations (no color) make this text somewhat dull. It would require a high level of student motivation and reading ability.

USEFULNESS AND VERSATILITY: 9/15

For the relatively limited number of students able to benefit (those specializing), the cost is somewhat high. The accompanying answer book definitely increases its usefulness.

TITLE

DISPLAY AND PROMOTION

Gary R. Smith

DE

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1970

COST \$ 2.76

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TYPE OF MATERIAL:

This soft-cover occupational manual of 108 pages is accompanied by a teacher's guide.

BRIEF DESCRIPTION OF MATERIAL:

The following subjects are covered: careers in display and promotion, basic elements of display, planning of display and construction, and the use of other promotion techniques. It is one of a series of modules.

READABILITY GRADE LEVEL:

Fry. Tenth.

OVERALL RATING:

USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Acceptable

No minority groups in the photos.

ACCURACY: 12/15

All the usual display topics are covered and the written content seems current. The fashions shown in the illustrations are not, however, completely up-to-date.

APPROPRIATENESS: 11/15

The photographs do not depict all target areas, but emphasize white middle class fashions. While display is treated in more depth than is appropriate for a survey course in Distributive Education, the text can be used for individual or modular instruction.

VERBAL AND VISUAL FLUENCY: 10/15

The introduction of color to this booklet (especially to the section on the use of color in display) would greatly increase its value and interest to the student; the type-face should be larger. The lack of a detailed table of contents or index makes the text more difficult to use.

USEFULNESS AND VERSATILITY: 11/15

The manual would be most useful for small group instruction. An adult education course in Distribution Education could put it to use as well.

ADDITIONAL COMMENTS:

The teachers who reviewed this text had all used it in the classroom.



TITLE

YOU BE THE JUDGE - ADVERTISING

J. Koeninger

DE

PUBLISHER

Distributive Ed. Materials Laboratory at  
Ohio State  
1885 Neil Avenue  
Columbus, Ohio

YEAR PUBLISHED 1973

COST \$ 3.00

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TYPE OF MATERIAL:

A set of ten slides with a student rating sheet and accompanying checklist of advertising principles.

BRIEF DESCRIPTION OF MATERIAL:

After observing the slides of various types of ad layouts, the students rate each slide according to the principles they have learned, and compare their judgments to those of professionals.

READABILITY GRADE LEVEL:

Not Applicable.

OVERALL RATING:

USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The reviewers thought the slides were free of bias.

ACCURACY: 12/15

"Current, factual, and relevant to curriculum changes" were the terms used by the evaluators for these materials. One mentioned the future possibility of ads becoming outdated because of prices included in them, but agreed that the concepts taught were excellent.

APPROPRIATENESS: 12/15

The slides and printed material are relevant to the subject as well as to each other. They are challenging yet easy to understand.

VERBAL AND VISUAL FLUENCY: 11/15

Pre-instruction in advertising is essential although the material is well organized and to the point.

USEFULNESS AND VERSATILITY: 11/15

This set was deemed highly adaptable to all situations but it should not be used consecutively with presentations of the same type in other fields. Students entering the DECA Ad Layout Contest would find the material valuable. The paper binding for the set appeared not durable enough.

ADDITIONAL COMMENTS:

Two of the five teachers who evaluated this set had used it in their classrooms.

TITLE

SMALL BUSINESS MANAGEMENT - 1 and 2

W.D. Hiles, R. T. Hubbard

DE

PUBLISHER

Delmar Publishers  
Box 5087  
Albany, New York  
12205

YEAR PUBLISHED 1965

COST \$ 4.50 Text; \$1.50 Teacher's  
Manual

TYPE OF MATERIAL:

The two volume soft-cover text-workbook with 330 pages in the first and 324 pages in the second are each accompanied by a teacher's manual and a test packet.

BRIEF DESCRIPTION OF MATERIAL:

This set provides instruction on the conception, development and operation of a small, individually-owned retail company. With the detachable assignment worksheet at the end of every unit, the student can practice solving real problems of small business management. The teacher's manual answers assignment questions and the tests in the separate test packet.

READABILITY GRADE LEVEL:

Fry. Lower College.

OVERALL RATING:

EXCELLENT 54/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The illustrations show a mix of sexes and off-set the sex-role bias that appears in the written material. There is a definite lack of minorities portrayed in jobs.

ACCURACY: 14/15

The basics of small business management are covered here in a complete, accurate, and informative fashion in the opinion of the teachers who reviewed this text. However, the objectives of each unit could be more specific.

APPROPRIATENESS: 13/15

While commended for its relevance to today's young people, the text was criticized by the evaluators because its expectations of the students are not specific enough. Behavioral objectives lack measurability.

VERBAL AND VISUAL FLUENCY: 13/15

The use of photographs instead of outdated drawings could stimulate more student interest and make the material more believable. Otherwise, the text was found to be easy to follow with its clear general theme.

USEFULNESS AND VERSATILITY: 14/15

This fairly versatile text was recommended for use with Adult Occupational Training and General Business Education as well as for Distributive Education. The only disadvantage of the book is the soft cover which could necessitate yearly replacement if it was used as a basic text. The teachers agreed that the overall effectiveness of the material is excellent.



TITLE

ADVERTISING

William H. Antrim

DE

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1970

COST \$ 3.12 Text; \$2.50 Teacher's

Manual

TYPE OF MATERIAL:

A text workbook of 139 pages and a teacher's manual which is available separately.

BRIEF DESCRIPTION OF MATERIAL:

This survey of the advertising field describes in detail entry-level jobs such as junior copywriting, art layout, production positions and clerical.

READABILITY GRADE LEVEL:

College level. There is a high percentage of multisyllabic technical vocabulary.

OVERALL RATING:

USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Though there is some dominance of the white male in the illustrations, the material is not so biased as to prohibit its use.

ACCURACY: 13/15

The material is up-to-date and accurate.

APPROPRIATENESS: 13/15

Though the subject matter is very relevant to today's advertising industry, it may need to be interpreted and geared for a lower reading level.

VERBAL AND VISUAL FLUENCY: 10/15

The material generally lacks the variety and punch necessary to hold student interest. The split page layout makes the material easy to follow.

USEFULNESS AND VERSATILITY: 11/15

Though the cost of the book is commensurate with its value, it does require teacher interpretation and assistance. Adult Education courses could make use of it.

ADDITIONAL COMMENTS:

Of the two evaluators who had used the material in the classroom, one recommended its replacement by a superior text if possible.

TITLE

CAREERS IN MARKETING

James A. Bikkie

DE

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1971

COST \$ 3.12 Textbook; \$2.50

Teacher's Manual

TYPE OF MATERIAL:

A text workbook of 148 pages; a teacher's manual is available separately.

BRIEF DESCRIPTION OF MATERIAL:

Designed to present the performance requirements of various distributive jobs, this text can assist the student in his career selection.

READABILITY GRADE LEVEL:

Fry. Eleventh to Twelfth. Some essential vocabulary is multi-syllabic. Otherwise vocabulary and sentence structure is reasonable.

OVERALL RATING:

USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable

There is some dominance of the male in job positions.

ACCURACY: 13/15

Though somewhat limited in scope, the workbook does cover the selected job areas well.

APPROPRIATENESS: 12/15

The material may fail to hold student attention because of the long sentence structure and detailed approach.

VERBAL AND VISUAL FLUENCY: 10/15

The typeface is small, illustrations are few and far between, and the general result is a lack of stimulation.

USEFULNESS AND VERSATILITY: 12/15

The book should be used as a resource item rather than as a classroom textbook.

ADDITIONAL COMMENTS:

Two of the three teachers had used the material in their classrooms.



TITLE

SELECTING AND BUYING MERCHANDISE

Samson and Palmer

DE

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1974

COST \$ 3.24

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TYPE OF MATERIAL:

A paperback textbook-workbook combination of 181 pages.

BRIEF DESCRIPTION OF MATERIAL:

This material is designed to be an introductory tool for study and project work in the area of selective buying and receiving of merchandise for resale.

READABILITY GRADE LEVEL:

Fry. College.

OVERALL RATING:

USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although some female dominance was noticed, the reviewers agreed that the material was sufficiently free of bias for classroom use.

ACCURACY: 13/15

The content is up-to-date, easy to understand, and of specific use in the buying process.

APPROPRIATENESS: 10/15

The text is well supported by diagrams, illustrations, and practical projects. The topic, however, is specialized and applicability is limited as a single unit in a total curriculum.

VERBAL AND VISUAL FLUENCY: 11/15

The treatment is well-organized and stimulating while the format is moderately attractive.

USEFULNESS AND VERSATILITY: 11/15

The manual is useful as an independent study manual for students specializing in buying or for classroom use, particularly the project section in the back. However, treatment is more detailed than needed for a general Distributive Education class.

TITLE

RECOGNITION

Mobil Oil Company

DE

PUBLISHER

Mazin-Wyckoff Film  
2 West 46th Street  
New York, New York

YEAR PUBLISHED \_\_\_\_\_

COST \$ \_\_\_\_\_ Free

TYPE OF MATERIAL:

Filmstrip and record.

BRIEF DESCRIPTION OF MATERIAL:

This industry-produced filmstrip emphasizes courtesy and prompt service to the customer. Shows how one person's "bad mouth" influences the people around.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 10/15

Somewhat dated in illustrations and very single-minded of purpose.

APPROPRIATENESS: 12/15

Probably more appropriate for adults than high school students, but an important topic for all.

VERBAL AND VISUAL FLUENCY: 13/15

Generally pleasing presentation which is easy to follow. Might be more challenging, but the subject may not lend itself to that.

USEFULNESS AND VERSATILITY: 12/15

Although not too versatile, the fact that the filmstrip is free would make it a valuable resource to have.



TITLE

THE SEVEN SECRETS OF SELLING TO WOMEN

Dottie Walters

DE

PUBLISHER

Sales Success, Unlimited  
73-25 Cornell Avenue  
St. Louis, Missouri 1

YEAR PUBLISHED 1966

COST \$ 6.95

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TYPE OF MATERIAL:

A 33-1/3 RPM phonograph record, with instructor's booklet.

BRIEF DESCRIPTION OF MATERIAL:

The record gives "inside information" on selling to women as it differs from selling to the general population.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Acceptable

While some individuals might object to the idea of women as a distinct sales market, the record is done by a woman.

ACCURACY: 13/15

Seems accurate at the moment, but young people are becoming more prominent as consumers.

APPROPRIATENESS: 11/15

Rather boring instead of challenging.  
Not really essential information for retail sales.

VERBAL AND VISUAL FLUENCY: 10/15

A record can become boring if not used correctly.

USEFULNESS AND VERSATILITY: 10/15

Somewhat limited in when and how it could be used. One reviewer felt that it had a great deal of potential.

ADDITIONAL COMMENTS:

This record would be equally useful for adult audiences.

TITLE

RECEIVING, CHECKING AND MARKING  
MERCHANDISE

DE

PUBLISHER

Graphic Research, Inc.  
International Film Bureau  
332 South Michigan Avenue  
Chicago, Illinois 60604

YEAR PUBLISHED 1969

COST \$ 12.00

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TYPE OF MATERIAL:

This set of three items, packaged together, includes a filmstrip with a choice as to manual or automatic changing, a record, and project worksheets for duplication.

BRIEF DESCRIPTION OF MATERIAL:

The materials are designed to introduce the student to receiving, checking, and marking merchandise in a retail store operation.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 45/60

SUMMARY OF RATINGS:

BIAS: Unacceptable

There is clear racial as well as sex role bias in the filmstrip with all faces Caucasian and all job holders, except for one clerk, male.

ACCURACY: 11/15

The content is somewhat incomplete and dated in its lack of information on computer scanning markings. Otherwise, there seemed to be a satisfactory level of accuracy.

APPROPRIATENESS: 14/15

Among the evaluators there was a high level of agreement that the materials were appropriate to the target population and also important to the subject matter area.

VERBAL AND VISUAL FLUENCY: 9/15

A frame in the filmstrip that lists the steps the students should follow in completing the worksheet assignments would make the film presentation clearer. In addition, there was some feeling that too much material was presented in too short a time.

USEFULNESS AND VERSATILITY: 11/15

The kit may be used for group or individual study. It is properly geared for Distributive Education students and is easy to use and handle. The cost was not excessive. It would be possible to use the materials for courses in Business Math.

ADDITIONAL COMMENTS:

One of the three teachers had used the kit in the classroom.



TITLE

RETAIL MERCHANDISING - 8th Edition

Wingate and Samson

DE

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1975

COST \$ 8.52 Textbook; \$3.16 Study  
Guide; \$.48 Tests and Exams

TYPE OF MATERIAL:

A hard cover text of 638 pages; the study guide and book of tests and exams are available separately and are not rated here.

BRIEF DESCRIPTION OF MATERIAL:

This recently published textbook surveys in detail most aspects of the retailing industry.

READABILITY GRADE LEVEL:

Fry. College.

OVERALL RATING:

USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Acceptable

There was no bias found by any of the teachers who reviewed this text.

ACCURACY: 13/15

Trends in the industry are very accurately and realistically analyzed, and as the great majority of the remaining material seems fairly realistic, the book altogether constitutes a good up-to-date coverage of the subject.

APPROPRIATENESS: 12/15

The target population may have difficulty with the large volume of this weighty text and with the reading level.

VERBAL AND VISUAL FLUENCY: 10/15

The reading level is for college students and too high for the target population. Sentence structure is complex, paragraphs are long, and the general approach academic.

USEFULNESS AND VERSATILITY: 10/15

This book is not geared for classroom use in high school but it may be valuable as a reference text or in adult education courses.

TITLE

PSYCHOLOGY AND HUMAN RELATIONS IN  
MARKETING

Donald D. Hiserodt

DE

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey 08520

YEAR PUBLISHED 1969

COST \$ 2.76

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TYPE OF MATERIAL:

This occupational manual of 128 pages is accompanied by a teacher's manual and key.

BRIEF DESCRIPTION OF MATERIAL:

One of a series of modular units, the text discusses the topic of effective human relations from the viewpoint of the requirements needed for getting along with co-workers, customers, and the employer. There are exercises at the end of each unit for review and self-testing.

READABILITY GRADE LEVEL:

Fry. Eleventh and Twelfth.

OVERALL RATING:

USEFUL 40/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 11/15

The emphasis in the book is on society's expectations for the individual. This somewhat one-sided approach ignores the problem of how a resolution of conflicts actually comes about. Organization and management problems get more attention than personal effectiveness.

APPROPRIATENESS: 9/15

Although self-understanding and good human relations is indeed critical to job success, the text may not communicate effectively with the average student and more especially with the urban student, because of its theoretical approach.

VERBAL AND VISUAL FLUENCY: 9/15

The reading level seems a bit high for the average student. The numerous illustrations are done in cartoon-drawing fashion, but they lack color. All of this adds up to a dull or boring experience for the average urban learner.

USEFULNESS AND VERSATILITY: 11/15

Many different target populations could find this book useful. Small group instruction was recommended for this book.



TITLE

FUNDAMENTALS OF SELLING: STUDY GUIDES AND  
PROJECTS

Wingate-Nolan

DE

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1969

COST \$ 2.25

TYPE OF MATERIAL:

A text, workbook, and tests available separately  
or as a set.

BRIEF DESCRIPTION OF MATERIAL:

The principles of effective selling are emphasized  
in this set of materials and applied to all kinds of sales  
activities including retailing and selling as a career.

READABILITY GRADE LEVEL:

Fry. College level.

OVERALL RATING:

BIAS: Acceptable

Some sex-role stereotyping was noticeable  
in the frequent references to salesman, but at  
least some effort was made to keep stereotyping  
out of the content as the term "salesperson" was  
used frequently.

ACCURACY: 13/15

Although the workbook is an old publication,  
it still contains material (on selling techniques)  
that is current with industry standards and  
quite complete.

APPROPRIATENESS: 13/15

The majority of the target population should  
find the subject and its treatment in this set of  
materials meaningful and relevant.

VERBAL AND VISUAL FLUENCY: 10/15

In order to stimulate student interest and energy, a better layout in general is required. Illustrations are lacking as well as an appealing style of language.

USEFULNESS AND VERSATILITY: 13/15

The text, workbook, and set of tests should definitely be used in a coordinated fashion to increase their effectiveness as teaching tools.

ADDITIONAL COMMENTS:

All of the reviewers had experience with this set of teaching tools in the classroom to back up their opinions.

TITLE

MIND WAREHOUSING SKILLS ORIENTATION

Mind, Inc.

DE

PUBLISHER

Pleasantville Educational Supply Company  
21 Paulding Street  
Pleasantville, New York  
10570

YEAR PUBLISHED 1975

COST \$ 685.00 Set/10

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TYPE OF MATERIAL:

This set of ten filmstrips and audio tapes and a workbook for each strip with a resource manual are packaged together. However, only the first strip and tape on orientation are evaluated.

BRIEF DESCRIPTION OF MATERIAL:

The orientation filmstrip provides an overview of warehousing activities and jobs, especially those in the food and grocery warehousing part of the industry. Career opportunities are emphasized.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 49/60

SUMMARY OF RATINGS:

BIAS: Acceptable

No minority groups or women are shown holding jobs. Despite this, two of the three reviewers felt that the filmstrip could be used in the classroom.

ACCURACY: 13/15

The information presented appears to be complete and up-to-date, though an explanation or definition of certain specialized terms was lacking.

APPROPRIATENESS: 14/15

The illustrations and explanations are brief enough (fifteen minutes long) to hold most students' attention, and the materials thereby prove themselves as an effective teaching tool.

VERBAL AND VISUAL FLUENCY: 14/15

Good coordination of the audiotape and the filmstrip contribute to the stimulating effect of the material while the stream of ideas develops in a clear and logical manner.

USEFULNESS AND VERSATILITY: 9/15

Although the materials are excellent for warehouse training, they cover only a very minor part of the whole Distributive Education curriculum and are, therefore, too expensive for practical purposes.

ADDITIONAL COMMENTS:

The high rating given these materials does not accurately reflect the reviewers' general assessment of the material, mainly because the high cost and narrow scope of the filmstrips outweigh all other elements.



TITLE

PSYCHOLOGY: HUMAN RELATIONS AND MOTIVATION  
5th EDITION

DE

Laird, Laird, Fruehling, Swift

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1975

COST \$ 9.75 Textbook; \$1.95 Instructor's

Manual

TYPE OF MATERIAL:

A textbook of 448 pages; an instructor's manual is available separately.

BRIEF DESCRIPTION OF MATERIAL:

The importance of good human relations and the work ethic are presented for the student just entering the world of work.

READABILITY GRADE LEVEL:

Fry. Ninth.

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The book is effective in its avoidance of bias.

ACCURACY: 13/15

There is a very good and complete treatment of the subject in this material.

APPROPRIATENESS: 12/15

Though the content was fluent and easy to understand, it did offer some challenge to the target population.

VERBAL AND VISUAL FLUENCY: 12/15

The layout of the book was apparently attractive enough and the thought-provoking ideas were developed in a logical manner.

USEFULNESS AND VERSATILITY: 11/15

The book may be useful as a basic text for the human relations unit in Distributive Education as well as for courses in the Psychology of Work Relations or Industrial Psychology.

TITLE

SALESMANSHIP FUNDAMENTALS - 4th EDITION

J. Ernest and R. Ashmun

DE

PUBLISHER

McGraw-Hill Book Company  
Gregg Division  
Princeton Road  
Hightstown, New Jersey  
08520

YEAR PUBLISHED 1973

COST \$ 8.36 Textbook; \$3.00 Teacher's

Manual

TYPE OF MATERIAL:

A textbook of 480 pages; a teacher's manual is available separately.

BRIEF DESCRIPTION OF MATERIAL:

A book containing principles and skills needed in entry-level positions for retail and wholesale operations.

READABILITY GRADE LEVEL:

Fry. Tenth.

OVERALL RATING:

USEFUL 43/60

SUMMARY OF RATINGS:

BIAS: Unacceptable

Although some attempt has been made to revise this text and erase the male-oriented bias, it is not sufficient. Only the headings have been affected and not the content, and the "salesman" is still dominant.

ACCURACY: 11/15

The use of automated registers, the effect of computers on selling, and inventory keeping is not adequately covered. In addition, the work situations depicted by cartoons seem out-of-date.

APPROPRIATENESS: 10/15

The content is appropriate and the subject relevant to tenth and eleventh grade Distributive Education programs.

VERBAL AND VISUAL FLUENCY: 11/15

Though the material is not very stimulating, the layout is simple and the paragraphs are short and concise. The over-reliance on cartoon figures lends the illustrations an unrealistic air.

USEFULNESS AND VERSATILITY: 11/15

The book is suitable for its target population. The end of chapter activities increase its usefulness.



TITLE

RETAIL TERMINOLOGY SP-1933

DE

PUBLISHER

National Cash Register Company  
Dayton,  
Ohio  
45414

YEAR PUBLISHED 1967, 1970 COST \$ 1.50

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TYPE OF MATERIAL:

A reference book of 25 pages.

BRIEF DESCRIPTION OF MATERIAL:

This dictionary of retailing lists and defines terms used in the industry.

READABILITY GRADE LEVEL:

Not Applicable. The definitions use very complex vocabulary, so that if you don't already know retailing vocabulary, you will not get it from this book.

OVERALL RATING:

USEFUL 43/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 13/15

The information is correct and current.

APPROPRIATENESS: 9/15

This reference book may be suitable for college level students, but it is definitely not for high schoolers.

VERBAL AND VISUAL FLUENCY: 10/15

The appeal of the book is necessarily limited by its inappropriateness to the target population. The layout, however, is clear and logically organized.

USEFULNESS AND VERSATILITY: 11/15

As a reference for the use of retail personnel on the job and for Retail Management Trainees, this book could prove itself valuable, especially if National Cash Register people were available as consultants.

TITLE

YOU BE THE JUDGE - DISPLAY

J. Koeninger

DE

PUBLISHER

Distributive Ed. Materials Laboratory  
1885 Neil Avenue  
Columbus, Ohio  
43210

YEAR PUBLISHED 1973

COST \$ 2.00

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TYPE OF MATERIAL:

The five slides of window displays are packaged together and accompanied by student rating sheets. An optional set of 35 slides showing various display elements can be purchased separately, but is not rated in this evaluation.

BRIEF DESCRIPTION OF MATERIAL:

The five slides should be rated by the students in relation to the seven elements of display. These results can then be compared to a set of "expert" ratings provided with the series.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable

There was no apparent bias since the slides depict window displays only.

ACCURACY: 12/15

The display unit brings reality into the classroom. The rating sheets are comprehensive and accurately reflect display principles, while the slides show actual store windows.

APPROPRIATENESS: 12/15

As a follow-up activity to the display design and construction unit, this material could be valuable. Students should be given some instruction on the use of the rating sheets and checklists before use.

VERBAL AND VISUAL FLUENCY: 12/15

The visuals are clear and directly related to the subject matter. This unit is effective in design as long as they are used for moderate spans of time and not over-used to the point of boredom.

USEFULNESS AND VERSATILITY: 12/15

Although the slide mountings will not take much heavy handling, the unit as a whole can be used in many types of classroom situations. The student is given a method of applying what he has learned and comparing his results with those of professional display people. The need for a field trip to local stores is also eliminated. For the purpose intended the material is excellent.



TITLE

ADVERTISING IN THE MARKET PLACE

John D. Burke

DE

PUBLISHER

McGraw-Hill Book Company  
Gregg/Community College Division  
1221 Avenue of the Americas  
New York, New York  
10020

YEAR PUBLISHED 1973

COST \$ 8.40

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TYPE OF MATERIAL:

A hard-cover textbook of 439 pages.

BRIEF DESCRIPTION OF MATERIAL:

This text on the theories of advertising places its emphasis on how to get the job done. It aims at giving students the basic tools that will help them solve the problems they will actually encounter.

READABILITY GRADE LEVEL:

Fry. College.

OVERALL RATING:

USEFUL 41/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although the illustrations do not show all racial groups nor women to the same extent as men, the text was thought acceptable for use in the classroom.

ACCURACY: 12/15

The text is up-to-date, comprehensive, and accurate. The author presents many examples to reinforce the theory.

APPROPRIATENESS: 10/15

Students of an advanced or specialized course in advertising will find this text valuable but not the usual high school D.E. student.

VERBAL AND VISUAL FLUENCY: 10/15

While the verbal level is high, the text was fairly readable. The color combination (green print and illustrations) may detract somewhat from the text. In addition, though sub-heads are extensively used, the relationship between units is compressed and frequently unclear.

USEFULNESS AND VERSATILITY: 8/15

This college level text would best be used only as a supplemental reference text in high school D.E. classes.

TITLE

MARKETING, SALES PROMOTION AND  
ADVERTISING 7th Edition

Nolan, Warmke

DE

PUBLISHER

Southwestern Publishing Company  
5101 Madison Road  
Cincinnati, Ohio  
45227

YEAR PUBLISHED 1965

COST \$ 5.85 Textbook

1.95 Workbook

TYPE OF MATERIAL:

A textbook of 599 pages plus workbook.

BRIEF DESCRIPTION OF MATERIAL:

The text treats the entire field of marketing and distribution in detail.

READABILITY GRADE LEVEL:

Fry: College

OVERALL RATING:

UNACCEPTABLE 31/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Several teachers who reviewed this text felt that there was an apparent dominance of the white male in the illustrations and job areas. The consensus seemed to be that it was sufficiently free of bias to be used in the classroom.

ACCURACY: 9/15

Although accurate enough, the material is outdated. Statistics and charts cite the fifties and sixties.

APPROPRIATENESS: 8/15

The text is too complex and detailed for the high school Distributive Education student. In addition, it does not reflect the current structure of the Distributive Education curriculum, although topical areas could be introduced in segments.

VERBAL AND VISUAL FLUENCY: 7/15

The rather academic and cluttered approach to the subject would probably bore and put off the average Distributive Education student today. Verbal complexities predominate.

USEFULNESS AND VERSATILITY: 8/15

As a supplementary reference text or for a college level course in Business Administration. It is not for everyday use in the high school classroom.

ADDITIONAL COMMENTS:

Four of the five reviewers had used this material in their classrooms.



TITLE

THE SKELETAL SYSTEM IN THE HUMAN BODY,  
SIMPLIFIED

L. Cluff, L. Turner

H  
O  
E

PUBLISHER

Health Education Aids  
Goddard,  
Kansas

PRACTICAL  
NURSING

YEAR PUBLISHED 1973

COST \$ 40.00 Approximately

(Set of Two)

TYPE OF MATERIAL:

An audiovisual film cartridge.

BRIEF DESCRIPTION OF MATERIAL:

This film cartridge on the human skeletal system is one of a series of twelve on human anatomy.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 49/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 13/15

The information is accurate and clearly illustrated.

APPROPRIATENESS: 13/15

Students may enjoy the comparison of everyday objects to anatomical structures such as an animal cage to a rib cage. The material is not redundant nor overly detailed and quite appropriate to the target group.

VERBAL AND VISUAL FLUENCY: 11/15

Although the colored visuals were good and the step-by-step progression well done, speed was excessive. The student was given no time to assimilate material.

USEFULNESS AND VERSATILITY: 12/15

This set of materials is adaptable to groups of varying size and ability. It is also relatively inexpensive, except that it requires a cassette player and a projector or previewer.

ADDITIONAL COMMENTS.

Two of the teachers who evaluated this audio-visual cartridge had used it in the classroom.

TITLE

CARING FOR CHILDREN IN THE HOSPITAL

Hospital Research and Educational Trust

H  
O  
E

PUBLISHER

Robert J. Brady Company  
Bowie,  
Maryland

PRACTICAL  
NURSING

YEAR PUBLISHED 1973

COST \$ 7.00

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TYPE OF MATERIAL:

This soft cover student manual of 181 pages contains illustrations, space for note-taking, self-evaluation items, and a glossary in addition to the written text.

BRIEF DESCRIPTION OF MATERIAL:

The book presents specific theory and skills necessary for caring for the ill child, including information on the child's growth and development by age and stage, social and family relationships, orthopedic considerations, and the dying child.

READABILITY GRADE LEVEL:

Fry. Average Ninth. (The level ranges from Eighth through Eleventh).

OVERALL RATING:

EXCELLENT 55/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Both sexes as well as a variety of ages and minority groups are shown here.

ACCURACY: 14/15

The content and illustrations are current, accurate, and clear.



APPROPRIATENESS: 13/15

The language is easily understood, the content pertinent, and the general approach very appropriate for the target group.

VERBAL AND VISUAL FLUENCY: 14/15

The line drawings, illustrations, typeface, and organization of the material are all attractive and easy to follow. Color illustrations could increase the format's appeal.

USEFULNESS AND VERSATILITY: 14/15

The provision for self-testing and note-taking with perforated pages allows students to progress at their own speed. The material is adaptable to a good variety of classroom formats and instructional methods. For most health occupation and child care areas, this student manual is excellent.



**TITLE**

HUMAN PHYSIOLOGY: CIRCULATION

Don T. Schloat

H  
O  
E**PUBLISHER**Schloat Productions  
Prentice-Hall Company  
150 White Plains Road  
Tarrytown, New York  
10591PRACTICAL  
NURSINGYEAR PUBLISHED 1975COST \$ 63.00 Records; \$72.00 Cassettes**TYPE OF MATERIAL:**

This set of three filmstrips, three audio tapes, and teacher's guide (packaged together) is one of five complete sets on human physiology.

**BRIEF DESCRIPTION OF MATERIAL:**

The three filmstrips reviewed here present the physiology of human circulation and include information on the blood, heart, and blood vessels. This program traces the circulatory system from simple single-cell organisms to those of higher forms and finally to man.

**READABILITY GRADE LEVEL:**

Not Applicable

**OVERALL RATING:**

USEFUL 47/60

**SUMMARY OF RATINGS:**

BIAS: Acceptable

ACCURACY: 13/15

The content is accurate and relatively complete, but not always clear.

APPROPRIATENESS: 10/15

The vocabulary may be too technical and the language too complex and wordy for the target group. In addition, there is too much material in the beginning on the evolution of species, a topic somewhat irrelevant to the subject matter area.

VERBAL AND VISUAL FLUENCY: 9/15

Along with a distracting musical accompaniment, the total presentation is too rapid and complex with long, complicated paragraphs.

USEFULNESS AND VERSATILITY: 11/15

While students with some background in the subject will be more able to make use of the material, it is adaptable for varying classroom formats and is not expensive in comparison with other similar materials. Some of the many programs which could make use of this basic information are biology, health education, dentistry, and physiotherapy.

TITLE

GUIDELINES TO PERFORMANCE OF NURSING  
SKILLS # N 1-2

H  
O  
E

PUBLISHER

Cassettes Unlimited, Inc.  
Roanoke,  
Texas  
76262

PRACTICAL  
NURSING

YEAR PUBLISHED 1974

COST \$ 18.00

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TYPE OF MATERIAL:

The filmstrip and audiotape are accompanied by worksheets which include performance objectives, target group information, prerequisite vocabulary, self-evaluation, and answer sheets.

BRIEF DESCRIPTION OF MATERIAL:

This general approach to the fundamentals of nursing skills incorporates material on the moral and legal aspects of the profession as well.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable

There is some racial bias and sex role stereotyping.

ACCURACY: 12/15

The content is complete, timely, and accurate.

APPROPRIATENESS: 13/15

The evaluation items which reinforce previously taught material and the problem-solving approach are teaching techniques appropriate for this target group. The language and content are easily understood.

VERBAL AND VISUAL FLUENCY: 13/15

While color contrast and audio could be improved, the photography and cartoons are well-done and have a stimulating effect. Occasionally, the amount of verbage exceeds the time allotted to the frame.

USEFULNESS AND VERSATILITY: 14/15

The material is adaptable for small and large groups as well as for individual study, by means of the worksheet, and the techniques and practice in problem-solving should prove valuable in practice on the hospital scene. Nursing assistants and medical assistants as well as practical nurses can benefit from this material.



TITLE

PHARMACOLOGY FOR PRACTICAL NURSES

Mary Kaye Asperheim

H  
O  
E

PUBLISHER

W. B. Saunders Company  
West Washington Square  
Philadelphia, Pennsylvania  
19105

PRACTICAL  
NURSING

YEAR PUBLISHED 1971

COST \$ 4.50

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TYPE OF MATERIAL:

A soft cover textbook of 181 pages.

BRIEF DESCRIPTION OF MATERIAL:

This text provides an arithmetic review, the mathematics of dosages and solutions, basic pharmacology for the practical nurse, and a limited section on related drug information.

READABILITY GRADE LEVEL:

Fry. College. (The technical terms drive up the syllable count).

OVERALL RATING:

USEFUL 40/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 11/15

Some inaccuracies occur in the math section on the answer sheet and other information is incomplete, i.e., action in case of untoward reactions, and necessary restrictions.

APPROPRIATENESS: 9/15

In the section on mathematics, there are several areas such as oral dosage from stock solutions, conversion from centigrade to fahrenheit, and dilutions from strong solutions, which are no longer pertinent for practical nurses. The exercises in the math section are very suitable for the target group.

VERBAL AND VISUAL FLUENCY: 10/15

In the math section, the step-by-step explanations, sample problems, and clear diagrams make the material stimulating. Because detail in the drug section is insufficient, readers may get bored.

USEFULNESS AND VERSATILITY: 10/15

With a supplemental reference book this text can be useful, especially for independent study or small groups.

ADDITIONAL COMMENTS:

All of the evaluators had used the textbook in the classroom.

TITLE

A MANUAL OF SIMPLE NURSING PROCEDURES

Mary J. Leake

H  
O  
E

PUBLISHER

W. B. Saunders Company  
West Washington Square  
Philadelphia, Pennsylvania  
19105

PRACTICAL  
NURSING

YEAR PUBLISHED 1971

COST \$ 5.25

TYPE OF MATERIAL:

A soft cover student manual.

BRIEF DESCRIPTION OF MATERIAL:

This general survey of basic nursing procedures provides step-by-step instruction accompanied by the reasons for choosing each particular action.

READABILITY GRADE LEVEL:

Fry. Seventh.

OVERALL RATING:

EXCELLENT 51/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 12/15

This information is fairly detailed and up-to-date, though no mention is made of disposables or the electronic thermometer. In addition, it assumes normal conditions without dealing with the need to adapt methods to disease conditions.



APPROPRIATENESS: 14/15

In general, the material is easy to understand and suitable to the abilities of the secondary level target group. A few advanced procedures at the end of the book are inappropriate.

VERBAL AND VISUAL FLUENCY: 12/15

The shaded, line drawings are uncluttered and clear. Adding color and increasing their numbers would greatly improve their effectiveness. Though the explanations are a bit verbose, they are easily understood.

USEFULNESS AND VERSATILITY: 13/15

This manual is very adaptable to a variety of student abilities and uses whether for independent study or follow-up of an instructor's lesson in a large group. Its cost is moderate, but the soft cover may limit its durability. Courses in home nursing and introduction to nursing could also make use of the manual.

ADDITIONAL COMMENTS:

Three of the teachers who reviewed the book had used it in the classroom.



TITLE

LIFTING AND MOVING THE PATIENT

H  
O  
E

PUBLISHER

Trainex Corporation  
Subs. of Medcom, Incorporated  
Garden Grove, California  
92642

PRACTICAL  
NURSING

YEAR PUBLISHED 1975

COST \$ 60.00

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TYPE OF MATERIAL:

One filmstrip, record, instructor's manual and  
Vis-U Test.

BRIEF DESCRIPTION OF MATERIAL:

The material covers the techniques of moving a  
patient from side to side, up in bed, dangling, to a stretcher,  
to the bathroom, and assisting with ambulation.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

QUESTIONABLE 38/60

SUMMARY OF RATINGS:

BIAS: Acceptable

There is some racial bias apparent in the  
filmstrip.

ACCURACY: 11/15

Considerable previous knowledge on the  
viewer's part is assumed in the filmstrip, and  
while accuracy is good, the content is not complete.

APPROPRIATENESS: 10/15

The language is simple and not beyond the  
abilities of the target group.

VERBAL AND VISUAL FLUENCY: 9/15

Too many ideas are presented too rapidly with no time provided for assimilation or student interaction with the material. One positive point is that the narrator's voice is pleasant.

USEFULNESS AND VERSATILITY: 8/15

This teaching tool is limited in its usefulness due to the need for special audio-visual equipment. Furthermore, it requires teacher clarification, does not provide for differences in learning rates, will probably only be used for large groups, and is expensive.

TITLE

NURSE'S ASSISTANT PROGRAM: DECUBITUS  
ULCERS No. 911

H  
O  
E

PUBLISHER

Train-Ease Corporation  
Supplied by Pleasantville Educ. Supply Co.  
2 Paulding Street  
Pleasantville, New York

PRACTICAL  
NURSING

YEAR PUBLISHED 1975

COST \$ 85.00

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TYPE OF MATERIAL:

One self-paced synchronized audiovisual cartridge  
in a series of sixteen dealing with nurse assistant training.

BRIEF DESCRIPTION OF MATERIAL:

This lesson covers the causes, prevention, and  
care of decubitus ulcers using live subjects as well as  
caricatures and the printed word. Observation and reporting  
are stressed. The entire program is available at \$1200 but  
was not reviewed in its entirety.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 51/60

SUMMARY OF RATINGS:

BIAS: Unacceptable

All roles were filled by Caucasian females  
with the patient typified as elderly.

ACCURACY: 14/15

The content is accurate and pertinent.

APPROPRIATENESS: 14/15

The content covers clinical skills appropriate  
for a nursing assistant and a practical nurse. These  
skills are necessary to the field.



VERBAL AND VISUAL FLUENCY: 13/15

The color visuals are good, but line drawings poorly done. The material already presented is continually reviewed. The timing of new material is quite effective.

USEFULNESS AND VERSATILITY: 10/15

Since the hardware is not easily transportable or used and can be used with small groups or individuals only, its use may be limited and therefore not commensurate with the high cost.



TITLE

NUTRITION AND FLUID BALANCE: PARENTERAL  
FLUID THERAPY - NURSING IMPLICATIONS

H  
O  
E

PUBLISHER

Train-Ease  
Supplied by Pleasantville Educ. Supply, Inc.  
21 Paulding Street  
Pleasantville, New York 10570

PRACTICAL  
NURSING

YEAR PUBLISHED \_\_\_\_\_

COST \$ 75.00

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TYPE OF MATERIAL:

Self-paced synchronized audiovisual cartridge.

BRIEF DESCRIPTION OF MATERIAL:

This program concerning the care of patients receiving parenteral fluids includes the following topics: the need for fluids; the preparation of fluids; the addition of medications before and after starting the intravenous feeding (I.V.); the need for observation of the I.V. in progress, of the I.V. site, and of the patient for complications; signs and symptoms of complications; and the nurse's responses.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 53/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Outside of the fact that the physician is male and the nurse female, this filmstrip has a good mixture of ages, sexes, and minority groups demonstrating good rapport among themselves.

ACCURACY: 13/15

On the whole, the content appeared accurate. However, more stress could have been placed on the care of the I.V. site for the prevention of infection. It was mentioned that Registered Nurses could start I.V.'s but only a doctor was shown doing it. Also, the use of a bottle as a parenteral container instead of a plastic bag is a bit out-of-date.

APPROPRIATENESS: 13/15

Because of the rapid pace of the film and the need to insure a thorough understanding of the subject, students should definitely see it more than once in addition to having some pre-instruction on terminology and procedures.

VERBAL AND VISUAL FLUENCY: 13/15

The material is visually and verbally effective, but very fast-paced and packed with information.

USEFULNESS AND VERSATILITY: 14/15

This very useful set of materials can be used individually or with large groups and is easy to handle and store. The cost is commensurate with its value. Health assistants (responsible for only part of the tasks demonstrated), laboratory technicians and nurses aides could all benefit from the film.

TITLE

PRACTICAL NURSING FOR STUDENTS AND  
GRADUATES - 4th EDITION

Dorothy Kelley Rapiet, et. al.

H  
O  
E

PUBLISHER

The C. V. Mosby Company  
P. O. Box 14747  
St. Louis, Missouri  
63178

PRACTICAL  
NURSING

YEAR PUBLISHED 1970

COST \$ 9.50

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TYPE OF MATERIAL:

A hard cover textbook.

BRIEF DESCRIPTION OF MATERIAL:

This text presents the following aspects of practical nursing: personal and vocational relationships, anatomy and physiology, fundamentals of nursing care, pharmacology and the administration of medicines, nutrition and diet therapy, rehabilitation, geriatrics, maternal and child health, communicable diseases, home care, and nursing the mentally ill.

READABILITY GRADE LEVEL:

Fry. College.

OVERALL RATING:

QUESTIONABLE 37/60

SUMMARY OF RATINGS:

BIAS: Unacceptable

In the illustrations, everyone is Caucasian and all the nurses are female.

ACCURACY: 10/15

The general introduction accurately covers the health, responsibility, ethics, and organizations of student nurses. Otherwise, the wide-ranging material throughout the book is too superficial and generalized.



APPROPRIATENESS: 9/15

Practical nursing student would not get the in-depth, detailed material they need from this textbook.

VERBAL AND VISUAL FLUENCY: 9/15

The illustrations, diagrams, and charts are limited in number and value. Too many ideas are treated inadequately.

USEFULNESS AND VERSATILITY: 9/15

This text is recommended only to give an overview or introduction of the material to be covered or as a general reference. It cannot stand alone.

ADDITIONAL COMMENTS:

All three reviewers had used the text in the classroom.



TITLE

THE HUMAN BODY IN HEALTH AND DISEASE

Ruth Lundeen Memmler and Ruth Byers

H  
O  
E

PUBLISHER

J. B. Lippincott Company  
P. O. Box 7758  
Philadelphia, Pennsylvania  
19101

PRACTICAL  
NURSING

YEAR PUBLISHED 1970

COST \$ 5.95

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TYPE OF MATERIAL:

A soft cover textbook.

BRIEF DESCRIPTION OF MATERIAL:

This text presents material on microbiology, normal anatomy and physiology, diseases and disorders, immunity, vaccines and serums.

READABILITY GRADE LEVEL:

Fry. Twelfth.

OVERALL RATING:

USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 12/15

The content is accurate and up-to-date and is not very complete, especially in the section on diseases and disorders. Because the basic information is simplified, it may be necessary to gather additional material from other sources.

APPROPRIATENESS: 11/15

The average student should be able to handle the material if essential medical terminology is provided by the instructor. The slow learner with a reading problem would have difficulty.

VERBAL AND VISUAL FLUENCY: 12/15

The presentation of this material is simple, the illustrations and diagrams are clear, heavy print and italics are used for emphasis, and each chapter is outlined and summarized. Good organization.

USEFULNESS AND VERSATILITY: 11/15

The book can provide guidelines for the instructor's development of the subject since it doesn't go too deeply into some subjects such as anatomy. Otherwise, it should be useful for in-service training, for registered nursing, as reference, and for more advanced members of this target group. Small or large groups or individuals can benefit from the well organized material.

ADDITIONAL COMMENTS:

Two of the evaluators had used the textbook in the classroom.

TITLE

CANCER - SERIES I

H  
O  
E

PUBLISHER

Concept Media  
1500 Adams Avenue  
Costa Mesa, California  
92626

PRACTICAL  
NURSING

YEAR PUBLISHED 1971

COST \$ 265.00 Cassettes; \$61 per program

\$ 250.00 Records; \$58 per program

TYPE OF MATERIAL:

A set of five color filmstrips, five records or cassettes and instructor's manual of 30 pages which are packaged together, but are also available as separate programs of strip and record.

BRIEF DESCRIPTION OF MATERIAL:

The five programs available are as follows

- I. The Malignant Cell - Physiology of Disordered Function.
- II. The Malignant Cell - Etiology of Disordered Function.
- III. Malignant Neoplasms - Growth, Invasion, Metastasis.
- IV. Malignant Neoplasms - Interactions with the Host
- V. Diagnostic Procedures.

The instructor's manual includes pre-viewing discussion questions, script study, question-answer key, and bibliography. Series II and Series III are also available at slightly different costs but were not evaluated.

READABILITY GRADE LEVEL:

Not Applicable.

OVERALL RATING:

EXCELLENT 55/60



SUMMARY OF RATINGS:

BIAS: Acceptable

There was some lack of male and minority group representation in both the patient and nurse roles in the fifth program.

ACCURACY: 15/15

The material is accurate and clear, as well as current.

APPROPRIATENESS: 13/15

In a few instances definition of terms and some explanation is required before the students view the filmstrip. Although the material is limited to a small area of teaching and some detail is unnecessary to the target group, the extra value for highly motivated students is great.

VERBAL AND VISUAL FLUENCY: 14/15

The filmstrip is very well done with clear and bright color and good continuity both within one program and from program to program. The line drawings are effective and uncluttered. In addition, on the record the narrator's voice is very pleasant with a mood music background. One improvement would be a more frequent summary of data.

USEFULNESS AND VERSATILITY: 13/15

The instructional level is high and requires teacher supervision. The series is recommended as an adjunct program in medical/surgical nursing, medical laboratory, cancer nursing, as well as for registered nursing in large or small groups.

ADDITIONAL COMMENTS:

Three of the evaluators had used the series in the classroom.



TITLE

GERIATRICS - A STUDY OF MATURITY

Esther Caldwell, Barbara Hegner

H  
O  
E

PUBLISHER

Delmar Publishers  
Box 5087  
Albany, New York  
12205

PRACTICAL  
NURSING

YEAR PUBLISHED 1975

COST \$ 4.20; \$1.25 Instructor's  
Guide

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TYPE OF MATERIAL:

A soft cover textbook of 256 pages with an instructor's guide available separately.

BRIEF DESCRIPTION OF MATERIAL:

All aspects of aging including health needs are presented in this survey text. It gives an overview of all contributing factors which lead to limited functioning with an emphasis on prevention and rehabilitation.

READABILITY GRADE LEVEL:

Fry. Ninth.

OVERALL RATING:

EXCELLENT 55/60

SUMMARY OF RATINGS:

BIAS: Acceptable

All ages, sexes, and races are shown in job areas.

ACCURACY: 14/15

This book is accurate and realistic. The illustrations are photographs of various actual hospital and social situations, leaving little chance of misinterpretation.

APPROPRIATENESS: 14/15

The content is relevant to this increasingly important field of geriatrics. Making the introduction more concise and adding definitions of important vocabulary prior to the relevant chapter would increase the books appropriateness to the target group.

VERBAL AND VISUAL FLUENCY: 14/15

The page format in two columns, large type face, clear graphs, and excellent black and white photographs all lend to easy and stimulating reading.

USEFULNESS AND VERSATILITY: 13/15

As an introduction to the field the book is useful. Although the special activities at the end of each chapter increase its use as a reference, there are not enough exercises and tests for it to be effective with self-study. Questions remain as to its durability. It is light weight, easy to handle and carry around which are distinct advantages. The book might be appropriate for nurse aides, geriatric aides, and geriatric nurse specialists.

TITLE

BASIC NURSING PROCEDURES

Grace V. Horneman

H  
O  
E

PUBLISHER

Delmar Publishers  
Box 5087  
Albany, New York  
12205

PRACTICAL  
NURSING

YEAR PUBLISHED 1972

COST \$ 4.80 ; \$1.25 Instructor's guide

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TYPE OF MATERIAL:

A soft cover student manual of 272 pages with instructor's guide available separately.

BRIEF DESCRIPTION OF MATERIAL:

The basic skills and information necessary in routine hospital care are covered here with special emphasis on the importance of the nurse-patient relationship.

READABILITY GRADE LEVEL:

Fry. Eleventh.

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Unacceptable

The illustrations depict nursing as a strictly female role, and moreover a youthful female role, thereby making the older student feel uncomfortable or insecure. There is no racial bias in the book.

ACCURACY: 12/15

The content is clear and concise. However, some procedures like sterilization are left out, and others need updating such as the use of disposables, isolation techniques, eye instillations, etc. More detail is needed.



APPROPRIATENESS: 13/15

For the practical nurse target group the material is appropriate, but it lacks sufficient stimulus for independent study.

VERBAL AND VISUAL FLUENCY: 12/15

The addition of illustrations following the step-by-step verbal instructions as well as exercises and "thinking" problems would clarify the procedure to the "slow", less verbally-oriented student. The format is fairly attractive with a logical, effective design and red print for emphasis of major points.

USEFULNESS AND VERSATILITY: 11/15

While the soft cover makes for convenient handling, it also lessens durability. The somewhat incomplete nature of this student manual probably limit its use to being only one of several student texts. It can be used by practical nurses, nursing assistants, and medical assistants.

ADDITIONAL COMMENTS:

All four evaluators had used the material in the classroom, but opinions as to its usefulness varied widely.



TITLE

STRUCTURE AND FUNCTION OF THE BODY -  
THIRD EDITION

Catherine Anthony

H  
O  
E

PUBLISHER

The C. V. Mosby Company  
P. O. Box 14747  
St. Louis, Missouri  
63178

PRACTICAL  
NURSING

YEAR PUBLISHED 1968

COST \$ 5.95

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TYPE OF MATERIAL:

A hard cover textbook.

BRIEF DESCRIPTION OF MATERIAL:

This book presents information on the structure, function, and disorders of the human body. Questions and a summary at the end of each chapter as well as illustrations and diagrams complement the written text.

READABILITY GRADE LEVEL:

Fry. Ninth.

OVERALL RATING:

QUESTIONABLE 39/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 10/15

Though the material covered is accurate, the total content is not complete enough nor quite up-to-date.

APPROPRIATENESS: 10/15

Students will definitely lose interest in this book because the inadequate information must be supplemented by other references and because they must sift through the wordiness for good information.

VERBAL AND VISUAL FLUENCY: 9/15

The anatomical pictures and schematic drawings are clear enough, but the overall format is dull and unattractive, and the language used uninteresting.

USEFULNESS AND VERSATILITY: 10/15

The information is insufficient for the curriculum involved. Other texts would be required and the total cost not commensurate with value. As a supplemental text, it could be used to teach health assistants, dental assistants, and medical assistants.

ADDITIONAL COMMENTS:

This textbook had been used in the classroom by all three evaluators.

TITLE

MEDICATIONS AND MATHEMATICS FOR THE NURSE

Esther G. Skelley

H  
O  
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PUBLISHER

Delmar Publishers  
Box 5087  
Albany, New York  
12205

PRACTICAL  
NURSING

YEAR PUBLISHED 1975

COST \$ 4.05; \$1.25 Instructor's  
Guide

TYPE OF MATERIAL:

A soft cover textbook of 267 pages with instructor's guide available separately.

BRIEF DESCRIPTION OF MATERIAL:

Related mathematics for calculating dosages as well as the latest drug information is presented.

READABILITY GRADE LEVEL.

Fry. College.

OVERALL RATING:

USEFUL 45/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Both men and women and various races are shown in the illustrations but the practical nurse is always referred to as "she" and "her".

ACCURACY: 13/15

This manual is accurate, moderately complete but not quite up-to-date. Chemotherapeutic agents with reference to cancer and use of the syringe sterilizer are not covered.



APPROPRIATENESS: 10/15

Although the subject matter itself is necessary for the practical nurse, the approach and the language are too complicated for the target group of eleventh and twelfth graders.

VERBAL AND VISUAL FLUENCY: 12/15

The format of examples, illustrations, exercises, tests and workbook fill-ins is sequential and very well done. A higher level target group could make very effective use of them.

USEFULNESS AND VERSATILITY: 10/15

This text is appropriate for in-service instruction, for a registered nursing course, as reference material, and as a supplement to medical-surgical texts in the study of body systems; but it is too complex for the average student of practical nursing.

ADDITIONAL COMMENTS:

Two of the reviewers had used the textbook in the classroom.



TITLE

OCCUPIED BEDMAKING # 370

H  
O  
E

PUBLISHER

Trainex Corporation  
Subs. of Medcom, Inc.  
Garden Grove, California  
92642

PRACTICAL  
NURSING

YEAR PUBLISHED 1975

COST \$ 60.00

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TYPE OF MATERIAL:

A filmstrip, record, and instructor's guide. Also included is a vis U Test which was not available for evaluation

BRIEF DESCRIPTION OF MATERIAL:

The material is intended to develop step-by-step a very specific skill; making a bed with the patient in it.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

UNACCEPTABLE 32/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 11/15

The content seems accurate enough but the presentation is not clear.

APPROPRIATENESS: 8/15

Too many details ineffectively portrayed make this film boring to the target population.

VERBAL AND VISUAL FLUENCY: 6/15

The detail needed to understand the step-by-step method is lost because of poor photography. More close-ups are necessary. In addition, the narrator's voice is dull, there are no provisions for student involvement, and not sufficient time between steps to absorb the material.

USEFULNESS AND VERSATILITY: 7/15

An automatic changer is required before the material can be used. Moreover, in order to develop such a specific skill, a slow progression, detail, and time for repetition are necessary but not provided in this teaching kit. The cost is too high for the value received.

TITLE

A TEXTBOOK FOR NURSING ASSISTANTS

G. D. Cherescavich

H  
O  
E

PUBLISHER

The C. V. Mosby Company  
3301 Washington Boulevard  
St. Louis, Missouri  
63103

PRACTICAL  
NURSING

YEAR PUBLISHED 1973

COST \$ 10.95

TYPE OF MATERIAL:

A hard cover textbook of 437 pages.

BRIEF DESCRIPTION OF MATERIAL:

This text stresses performance and provides various study helps including study questions, chapter summaries, evaluations, and sources of additional information such as films.

READABILITY GRADE LEVEL:

Fry. Average Twelfth. (It varies from Ninth through College level).

OVERALL RATING:

USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Some job denigration and racial bias is present in the illustrations since the role of assistant is usually filled by a black and that of nurse by a white. Despite this, there was consensus that the text can be used in the classroom.

ACCURACY: 12/15

The information is clear and complete though the uniforms and equipment (beds) are a bit outdated.



APPROPRIATENESS: 12/15

For the target group, the information is relevant with most emphasis on skills but theory also covered.

VERBAL AND VISUAL FLUENCY: 11/15

The language is simple and the illustrations relevant to the orderly presentation of step-by-step procedures. The format is uncluttered and fairly attractive, but independent thought and creativity is not encouraged here. In addition, the use of the same model as patient throughout the book lends a lack of authenticity.

USEFULNESS AND VERSATILITY: 11/15

The book can be used as a reference tool or for small group or classroom study. The book is obviously durable and will provide value commensurate with its cost. It could possibly be used as an introduction to practical nursing.



TITLE

ASEPTIC TECHNIQUE

H  
O  
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PUBLISHER

Nassau Board of Cooperative Educational  
Services  
1195 Prospect Street  
Westbury, New York 11590

PRACTICAL  
NURSING

YEAR PUBLISHED 1974

COST \$ 25.00 to \$30.00 per cartridge

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TYPE OF MATERIAL:

One of a set of twelve audio-visual film cartridges available separately, to be used with a Dart Model B Teaching Machine, plus a Learning Activity Package and a Criterion Checklist.

BRIEF DESCRIPTION OF MATERIAL:

Methods of handwashing as a preparation for surgery and other medical treatment is the basic skill area taught in this unit.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 12/15

The material presented is clear and concise, however one incorrect procedure in turning off the water is demonstrated, and it contradicts the aseptic principles previously taught in the lesson. Also, the accompanying criterion checklist fails to specify "safe habits" and criteria used to denote "satisfactory" or "unsatisfactory".

APPROPRIATENESS: 13/15

The information is appropriate for the target group, the content is fluent and easy to understand, and the lesson progresses at a reasonable pace.

VERBAL AND VISUAL FLUENCY: 12/15

Ideas proceed from the simple to the complex with demonstrations accompanying verbal instruction. However, even though the voice is pleasant, vocal emphasis of important points is lacking.

USEFULNESS AND VERSATILITY: 10/15

Students with learning difficulties and small groups would find this material valuable, but the cost is not really commensurate with value. The teaching machine is heavy, not transportable, and requires special training to use. Although its versatility is limited, the content of the film has potential for teaching all entry-level health occupations.

ADDITIONAL COMMENTS:

Validation on this material was done at Nassau BOCES in conjunction with a federal funding program.

TITLE

NUTRITION - FILMSTRIPS AND TAPES

H  
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PUBLISHER

Cassettes, Unlimited  
Roanoke,  
Texas  
76262

PRACTICAL  
NURSING

YEAR PUBLISHED \_\_\_\_\_

COST \$ 128.00 Set

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TYPE OF MATERIAL:

This set of seven filmstrips, seven tapes, and student worksheets are packaged together but available separately as well.

BRIEF DESCRIPTION OF MATERIAL:

The seven strips cover the following topics: Energy and Carbohydrates, Fats, Proteins, Fat Soluble Vitamins, Water Soluble Vitamins, Water Soluble Minerals, and Nutrition in Hospitals. Self-evaluation is emphasized on the student worksheets which have specific performance objectives, multiple-choice tests following each strip, and answer keys.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 57/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although only Caucasians are shown in the filmstrip, the reviewers felt that the bias does not interfere with the effectiveness of the material.

ACCURACY: 14/15

The content is complete, accurate and jammed with up-to-date detail.



APPROPRIATENESS: 14/15

The accompanying quizzes are definitely stimulating and challenging to both instructor and student. The language is somewhat technical but easily understood or well-explained.

VERBAL AND VISUAL FLUENCY: 14/15

The appealing cartoons and the language are geared to the target group and designed to hold the attention. The compact information presentation also does a subtle but effective review.

USEFULNESS AND VERSATILITY: 15/15

The filmstrip and tape are timed to encourage student participation by means of the worksheets. This material is suitable for most classroom formats and student abilities and in general is an excellent and versatile teaching tool. All occupational health students can make use of this including nursing assistants, practical nurses, food service personnel, and dental assistants.



TITLE

BASIC HUMAN ANATOMY AND PHYSIOLOGY

H  
O  
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PRACTICAL  
NURSING

PUBLISHER

W. B. Saunders Company  
West Washington Square  
Philadelphia, Pennsylvania  
19105

YEAR PUBLISHED 1973

COST \$ 4.95

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TYPE OF MATERIAL:

The textbook of 280 pages is available in either hard or soft cover.

BRIEF DESCRIPTION OF MATERIAL:

This text targeted for practical nursing students provides a great amount of detailed information on body structure and function.

READABILITY GRADE LEVEL:

Fry. Tenth.

OVERALL RATING:

USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Unacceptable

The racial bias toward whites is unmistakable both in the color illustrations and in the anatomical drawings.

ACCURACY: 11/15

The information given is accurate. However, some areas are covered inadequately, others not at all, and still others in too great detail.

APPROPRIATENESS: 11/15

The target population may have some difficulty in comprehending the material, particularly where the text presupposes certain knowledge on the part of the learner and provides no review of essential background.

VERBAL AND VISUAL FLUENCY: 12/15

While there is not sufficient color, the illustrations are clear, uncluttered, and effective. Print size and spacing is good. Some students may have difficulty with the level of reading, but it is fairly close to the level of the State Board Licensing Exam.

USEFULNESS AND VERSATILITY: 10/15

The text is easy to handle and not too expensive for its usefulness. As a classroom text and for reference, it is already very widely used to teach practical nursing students. Health occupation students of all kinds could use this basic text.

ADDITIONAL COMMENTS:

Three of the evaluators had used the book in the classroom.

TITLE

MENTAL HEALTH AND MENTAL ILLNESS

Mabyl K. Johnston

H  
O  
E

PUBLISHER

J. B. Lippincott Company  
P. O. Box 7758  
Philadelphia, Pennsylvania  
19101

PRACTICAL  
NURSING

YEAR PUBLISHED 1971

COST \$ 5.95

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TYPE OF MATERIAL:

A soft cover textbook of 307 pages.

BRIEF DESCRIPTION OF MATERIAL:

This text discusses growth and development, psychological theory, normal and abnormal behavior, societal deviants, principles of psychiatric nursing, and care of patients with a variety of psychiatric illnesses from the standpoint of behavior.

READABILITY GRADE LEVEL:

Fry. Twelfth. (Two of three samples were College level).

OVERALL RATING:

USEFUL 43/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 11/15

The information regarding psychological theory as well as some other areas needs updating.



APPROPRIATENESS: 11/15

There is a good deal of detail which is superfluous to the needs of the target population. In addition, the heavy terminology is often left undefined, with the exception of medical terms. Leaving these drawbacks aside, the content is indeed relevant and important to all nurses whether or not they specialize in psychiatric nursing.

VERBAL AND VISUAL FLUENCY: 10/15

The text is completely devoid of all kinds of illustrations, photographs, and diagrams. Despite the easily-read print, logical sequence of ideas, good list of references and study questions, the overall impression is unstimulating and dull.

USEFULNESS AND VERSATILITY: 11/15

This book is limited to use as a reading text for students emphasizing psychiatry in their studies. It is relatively inexpensive and within the above limits can be used in large or small groups.

ADDITIONAL COMMENTS:

There was considerable diversity of opinion on the value of this text among the reviewers, three of whom had used it in the classroom.



TITLE

PEDIATRICS FOR PRACTICAL NURSES

Eleanor Dumont Thompson

H  
O  
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PUBLISHER

W. B. Saunders Company  
West Washington Square  
Philadelphia, Pennsylvania  
19105

PRACTICAL  
NURSING

YEAR PUBLISHED 1970

COST \$ 4.75

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TYPE OF MATERIAL:

A soft cover text of 348 pages.

BRIEF DESCRIPTION OF MATERIAL:

The text describes the growth, development, care, childhood diseases, and problems in raising the healthy child and the sick child, according to age.

READABILITY GRADE LEVEL:

Fry. Average Eleventh. (Most passages were at College level with one at High Sixth, lowering the overall average).

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable

One black was shown as a nurse, none as children, and there was only one male nurse. However, the reviewers felt the material was still useful.

ACCURACY: 12/15

While the illustrations tend to be outdated, the verbal information is accurate and current.

APPROPRIATENESS: 13/15

The text is easy to understand, and the study questions at the end of each chapter provide a good challenge. Generally, the material meets the needs of the target group.

VERBAL AND VISUAL FLUENCY: 12/15

Although the text is well-illustrated, the use of color photographs would have increased its effectiveness. The print is very readable, the ideas develop in a logical, organized fashion, and the general format is good.

USEFULNESS AND VERSATILITY: 11/15

This book should meet the needs of the average student and can be used for growth and development courses as well as pediatric nursing. The cost is commensurate with value.

ADDITIONAL COMMENTS:

All the teachers who evaluated the book had used it in the classroom.

TITLE

PRACTICAL NURSE NUTRITION EDUCATION

H  
O  
E

PUBLISHER

W. B. Saunders Company  
West Washington Square  
Philadelphia, Pennsylvania  
19105

PRACTICAL  
NURSING

YEAR PUBLISHED 1972

COST \$ 5.00

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TYPE OF MATERIAL:

A soft cover text of 307 pages.

BRIEF DESCRIPTION OF MATERIAL:

The text presents the fundamentals of nutrition and its relationship to health with great detail on nutrients and their function, meal planning, and nutrition in a variety of abnormal circumstances.

READABILITY GRADE LEVEL:

Fry. College.

OVERALL RATING:

USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 13/15

The content is accurate, objective, and clear, though it does omit present day eating styles and habits.

APPROPRIATENESS: 11/15

Though the language can be easily understood by the target population, they would not be liable to feel challenged or motivated by the book. The State Board Exam on Practical Nursing includes material on nutrition and its role in meeting personal health needs.

VERBAL AND VISUAL FLUENCY: 11/15

Although the ideas are developed logically, the page appears cluttered and the tables and charts crowded and busy. The use of more illustrations, particularly in color would improve the format, and fewer words would be required.

USEFULNESS AND VERSATILITY: 12/15

The text is adequate, and while not particularly stimulating, can be used with many different class setups and multiple activities.

ADDITIONAL COMMENTS:

Three reviewers had used the textbook in the classroom.



TITLE

TOTAL PATIENT CARE - FOUNDATIONS AND  
PRACTICE

Dorothy F. Johnston

H  
O  
E

PUBLISHER

The C. V. Mosby Company  
P. O. Box 14747  
St. Louis, Missouri  
63178

PRACTICAL  
NURSING

YEAR PUBLISHED 1973

COST \$ 10.00

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TYPE OF MATERIAL:

A hard cover textbook of 530 pages with a workbook available separately but not evaluated here.

BRIEF DESCRIPTION OF MATERIAL:

This text describes nursing care for patients with specific diseases of each body system, including a brief review of structure and function of each system; body reaction to disease; pre- and post-operative care; first aid, disaster, and emergency care. An outline, review questions, answer key, film list, glossary, and references follow each unit.

READABILITY GRADE LEVEL:

Fry. College.

OVERALL RATING:

EXCELLENT 49/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 13/15

The information is accurate and with a few exceptions, quite up-to-date.

**APPROPRIATENESS: 13/15**

Especially appropriate for senior students who have a fairly complete background in basic nursing techniques. Nursing students of all levels can use this text with its simple, easily understood language and pertinent content.

**VERBAL AND VISUAL FLUENCY: 12/15**

Bold type and italics for emphasis, more illustrations and some color would greatly improve the appeal of this book's format. The organization of the material is easy to follow.

**USEFULNESS AND VERSATILITY: 11/15**

This text should meet the needs of the average student with its reasonable cost and general approach to practical nursing. While the review questions should stimulate some discussion, the book needs more in the way of suggested optional activities and projects.

**ADDITIONAL COMMENTS:**

Four of the reviewers had used the book in the classroom.

TITLE

ESSENTIALS OF NURSING

Claire Brackman Keane

H  
O  
E

PUBLISHER

W. B. Saunders Company  
West Philadelphia Square  
Philadelphia, Pennsylvania  
19105

PRACTICAL  
NURSING

YEAR PUBLISHED 1974

COST \$ 9.95

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TYPE OF MATERIAL:

A hard cover text of 558 pages with a workbook available separately.

BRIEF DESCRIPTION OF MATERIAL:

This text presents disease conditions and appropriate techniques of nursing care for each. Illustrations and diagrams, chapter outlines, reading references, and a glossary supplement the written text.

READABILITY GRADE LEVEL:

Fry. Twelfth.

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The evaluators agreed that there was both sex role stereotyping and racial bias in the material, but that it was still useful in the classroom.

ACCURACY: 12/15

The information is basic and accurate enough, except that there is some lack of emphasis on observation and recording and an overemphasis on diagnostic tests. Also, more material on care of the geriatric patient should have been included.



APPROPRIATENESS: 12/15

The content is clear and simply stated and within the comprehension of the target group, although the lack of information on rehabilitation makes the text less than current.

VERBAL AND VISUAL FLUENCY: 12/15

Adding color and improving the quality of the numerous photographs would greatly enhance this book's appeal. As it stands, the variety of typeface, chapter outline, and overall organization is very good.

USEFULNESS AND VERSATILITY: 12/15

This text is limited to one teaching style with little provision for individual instruction, interaction within the student group, or the needs of brighter and slower students. The clinical case problems are one step in this direction and can be expanded upon.

ADDITIONAL COMMENTS:

Three of the teachers who evaluated the text had used it in the classroom.



TITLE

TABER'S CYCLOPEDIA MEDICAL DICTIONARY -  
12th EDITION

Clarence Wilbur Taber

H  
O  
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PUBLISHER

F. A. Davis Company  
1914-16 Cherry Street  
Philadelphia, Pennsylvania  
19103

PRACTICAL  
NURSING

YEAR PUBLISHED 1972

COST \$ 7.50

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TYPE OF MATERIAL:

A reference book of unnumbered pages with a pliable cover.

BRIEF DESCRIPTION OF MATERIAL:

This medical reference book gives definitions of medical terms, procedures related to nursing, and tables of norms.

READABILITY GRADE LEVEL:

Fry. Average Tenth. (The level varies from Ninth through College depending upon sentence length and number of syllables.

OVERALL RATING:

QUESTIONABLE 36/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 12/15

The content is accurate but is very detailed. The definitions given include many technical terms and therefore necessitate cross referencing.

APPROPRIATENESS: 9/15

Though the content is relevant to the total subject area, the language is too complex for the target group.

VERBAL AND VISUAL FLUENCY: 7/15

The extremely small print, few illustrations, and complete lack of color make the format of the book very dull and uninspiring, as well as difficult to read.

USEFULNESS AND VERSATILITY: 8/15

The cost is too high for the limited usage due this book. Students of all health occupations could make some use of it as reference.

ADDITIONAL COMMENTS:

All the reviewers had used the book in the classroom.

TITLE

MATERNITY NURSING: A TEXTBOOK FOR  
PRACTICAL NURSES

Inge J. Berier

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PUBLISHER

W. B. Saunders Company  
West Washington Square  
Philadelphia, Pennsylvania  
19105

PRACTICAL  
NURSING

YEAR PUBLISHED 1971

COST \$ 5.95

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TYPE OF MATERIAL:

A soft cover textbook of 298 pages.

BRIEF DESCRIPTION OF MATERIAL:

This text covers the care of the prenatal and postnatal patient including delivery. It also incorporates related information on birth control, exercise, the reproductive system, etc.

READABILITY GRADE LEVEL:

Fry. Average Ninth. (The material varies as high as College level).

OVERALL RATING:

USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable

There is some racial bias and sex role stereotyping in the text.

ACCURACY: 12/15

The information is accurate for the most part, but gaps in some areas necessitate more detailed explanations while a few photographs need updating.



APPROPRIATENESS: 13/15

The language is appropriate and the content relevant for average student abilities.

VERBAL AND VISUAL FLUENCY: 11/15

The book is well-organized and illustrated (though without color) with photographs and line drawings, but the overall impression is not stimulating nor particularly attractive.

USEFULNESS AND VERSATILITY: 11/15

Though the text is relatively inexpensive, there are too few self-evaluation items in it and its versatility is limited.

ADDITIONAL COMMENTS:

Four of the teachers who evaluated the textbook had used it in the classroom.



TITLE

BEING A NURSES AIDE

Hospital Research Educational Trust

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O  
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PUBLISHER

Robert J. Brady Company  
Subs. of Prentice Hall  
Bowie,  
Maryland

PRACTICAL  
NURSING

YEAR PUBLISHED 1974

COST \$ 6.00

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TYPE OF MATERIAL:

A student manual with a teacher's guide available separately.

BRIEF DESCRIPTION OF MATERIAL:

This student manual presents a survey of nursing skills, areas of study, principles of good study habits, the need for continuing education, and methods of self evaluation.

READABILITY GRADE LEVEL:

OVERALL RATING:

EXCELLENT 58/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 14/15

The material is accurate, clear, concise and proceeds in a logical fashion from simple to complex.

APPROPRIATENESS: 15/15

In this one manual is all of the subject matter necessary for the nursing aide. The content is challenging and appropriate to all levels and very comprehensive as well.

VERBAL AND VISUAL FLUENCY: 15/15

With excellent illustrations, readable typeface, attractive format, and marginal space for notes, this student manual is not easy to improve upon.

USEFULNESS AND VERSATILITY: 14/15

The book seems adaptable to any classroom format. The related activities in the teacher's guide should also be included in the student manual. Another improvement for any future edition would be to make the pages perforated and thus removable for use with other materials. Practical nursing, medical assisting, and dental assisting are programs that could definitely make use of this effective manual.

ADDITIONAL COMMENTS:

Of the teachers who evaluated this manual, half had used it in the classroom.

TITLE

ENCYCLOPEDIA AND DICTIONARY OF MEDICINE  
AND NURSING

Benjamin F. Miller and Claire B. Keane

H  
O  
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PUBLISHER

W. B. Saunders Company  
West Washington Square  
Philadelphia, Pennsylvania  
19105

PRACTICAL  
NURSING

YEAR PUBLISHED 1972

COST \$ 9.95

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TYPE OF MATERIAL:

A soft cover reference book of 1089 pages.

BRIEF DESCRIPTION OF MATERIAL:

This reference book contains vocabulary, definitions, cross references, compound terms, pronunciation, abbreviations, and a list of voluntary Health and Welfare agencies.

READABILITY GRADE LEVEL:

Fry. Average Tenth. (The level varies from Seventh through College).

OVERALL RATING:

EXCELLENT 53/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 14/15

The content is clearly written and information easily found. Definitions and illustrations, whether photographs or line drawings, are accurate.

APPROPRIATENESS: 13/15

The information is simply stated, yet the book uses a sufficient number of technical terms with each definition to encourage further exploration if desired. The content seems very appropriate to the subject of practical nursing.

VERBAL AND VISUAL FLUENCY: 13/15

The format is attractive and a variety of visual approaches are employed including color photographs, charts, line drawings, tables, and print contrasts for emphasis. Even the paper is of a good texture.

USEFULNESS AND VERSATILITY: 13/15

This seems to be the most useful, appropriate and inexpensive dictionary available to practical nursing students. Medical assistants, dental assistants, and nurses aides could make good use of it as well.

ADDITIONAL COMMENTS:

Four of the evaluators had used the book in the classroom.